



CAROLINE BJORNSTAD

Strategic Account Executive with 14 years of enterprise SaaS sales experience, focused on Fortune 500 manufacturing and supply chain accounts. Closed eight deals over \$1M in the last five years and managed accounts with up to 11 buying committee members.

PROFESSIONAL EXPERIENCE

STRATEGIC ACCOUNT EXECUTIVE

GREYBARK SUPPLY CLOUD, MINNEAPOLIS, MN | DECEMBER 2020 – PRESENT

- Closed a \$2.4M, five-year platform deal with a Fortune 200 industrial manufacturer in 2023, the largest deal in company history at the time.
- Manage a named-account list of 22 enterprise logos with combined TAM near \$40M.
- Hit 138%, 119%, and 142% of quota in the last three years.
- Lead deal reviews for the strategic team; brought in as a closer on five other reps' top-tier opportunities last year.
- Built and maintain executive relationships up to COO and CIO level.

ENTERPRISE ACCOUNT EXECUTIVE

PINEMARK PLATFORM, SAINT PAUL, MN | AUGUST 2016 – NOVEMBER 2020

- Carried a \$2.1M quota selling into industrial and CPG enterprise accounts.
- Closed 19 deals over \$250K including two land-and-expand wins that grew past \$800K within two years.
- Led a Tiger Team that recovered three churning accounts representing about \$1.7M ARR.
- President's Club in 2018 and 2019.
- Trained 6 incoming AEs on MEDDPICC and executive engagement.

ACCOUNT EXECUTIVE

MID-MARKET PINEMARK PLATFORM, SAINT PAUL, MN | JUNE 2013 – JULY 2016

- Grew territory from \$390K ARR to roughly \$1.4M over three years.
- Finished 121% of plan in 2015 with 48 closed deals.
- Promoted into the enterprise segment.
- Built early playbook for selling into private-equity-backed portfolio companies.

EDUCATION

B.S. Industrial Engineering

University of Minnesota | May 2010

KEY SKILLS

- Enterprise deal strategy and orchestration
- Executive-level engagement (CXO)
- MEDDPICC, Challenger, Force Management
- Salesforce, Clari, Gong, 6sense
- Complex procurement and legal navigation
- Account planning and territory strategy

CERTIFICATIONS

- MEDDPICC Masterclass, July 2021
- Challenger Sales Certification, April 2018