



ALINA SERRANO

Sales Consultant

CONTACT INFORMATION



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Scottsdale, AZ 12345

EDUCATION

B.S. in Business, Arizona State University, 2012

Sandler Sales Leadership Program, 2019

KEY SKILLS

- Sales team leadership
- Forecasting and pipeline management
- Hiring and onboarding
- Territory design
- Sales coaching
- Salesforce and Clari
- Compensation planning
- Deal review and negotiation
- Cross-functional partnership with marketing and customer success
- MEDDPICC
- Quarterly business reviews and executive reporting

ABOUT ME

Sales manager with 14 years in B2B software, six of them leading teams of 8-12 quota-carrying reps. Built and scaled a mid-market segment from \$4M to \$16M in annual revenue. Known for hiring well, forecasting cleanly, and holding the team to a consistent sales process.

PROFESSIONAL EXPERIENCE

Sales Manager, Mid-Market I 2020 - Present

Torchline Field Services Software, Scottsdale, AZ

- Lead a team of 11 mid-market AEs across the western US, team quota \$14.8M for 2024, tracking 103% at Q3 close.
- Grew segment revenue from \$4.2M to \$16.1M over four years while headcount grew from six to eleven.
- Cut ramp time for new hires from ~7 months to 4.5 by rebuilding onboarding around recorded call scoring and paired shadowing.
- Own weekly forecast calls with the head of revenue, forecast accuracy within 5% for seven of the last eight quarters.
- Hired 9 of the 11 current reps, regrettable attrition under 10% since 2021.

Sales Manager, Small Business Segment I 2018 - 2020

Quillmark Legal Tech, Phoenix, AZ

- Managed 8 reps selling into law firms under 50 attorneys, team hit 108% and 114% of annual quota in 2018 and 2019.
- Built the small business segment's first territory model, replacing a shared inbound queue with named accounts.
- Coached two ICs into senior roles and one into a leadership rotation.
- Ran weekly deal reviews and monthly business reviews with each rep.

Senior Account Executive I 2015 - 2018

Corvid Data Platform, Denver, CO

- Carried a \$1.8M enterprise quota, hit 121%, 106%, and 132% across three years.
- Closed the largest deal in company history at the time, \$920K in total contract value.
- Mentored four junior AEs and led the internal training on discovery.
- President's Club three consecutive years.

Account Executive I 2012 - 2015

Silverbrook Media Group, Denver, CO

- Sold digital ad packages to regional retailers, averaged 110% of quota.
- Grew personal book from 40 to 95 active accounts over three years.
- Named rookie of the year 2013.