



Eliza Kapoor

Senior Sales Engineer

Bringing 11 years of experience in technical sales across industrial automation, instrumentation, and control systems, with RFP responses for industrial and municipal clients winning \$2.58M in combined contract value over the past fiscal year. Skilled in building tailored proof-of-value environments that raised POV success rates from 51% to 67.4%, with deep proficiency in Salesforce, HubSpot, and AutoCAD across multi-state territories.

CONTACT INFORMATION



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Watertown, SD 12345

EDUCATION

- BS IN MECHANICAL ENGINEERING
I SOUTH DAKOTA SCHOOL OF
MINES AND TECHNOLOGY, RAPID
CITY, SD I 2011 - 2015

KEY SKILLS

- Salesforce
- HubSpot
- AutoCAD
- Microsoft Excel
- RFP response management
- B2B solution selling
- Proposal development
- POV environment design
- Territory planning
- Technical requirements analysis

PROFESSIONAL EXPERIENCE

SENIOR SALES ENGINEER I GLACIAL LAKES AUTOMATION GROUP, WATERTOWN, SD I 2020 - PRESENT

- Completed 13 RFP responses per quarter for industrial and municipal clients, winning 9 awards worth \$2.58M in combined contract value over the past fiscal year.
- Prepared 22 proposals per quarter by interpreting AutoCAD drawings and aligning technical specifications with buyer requirements, reducing average proposal turnaround from 11 days to 4 days.
- Raised POV success rate from 51% to 67.4% by building tailored proof-of-value environments that addressed each stakeholder's documented evaluation criteria.
- Visited prospective buyers at commercial and industrial facilities across a 6-state territory, presenting product catalogs and pricing to an average of 8 new accounts per month.
- Developed a sales plan targeting the agricultural processing sector that opened 3 new market segments and added \$347,600 in first-year revenue.

SALES ENGINEER I PRAIRIE BLUFF CONTROLS, ABERDEEN, SD I 2017 - 2020

- Prepared 16 proposals per quarter for control system upgrades, generating \$1.52M in qualified pipeline value within the first 14 months.
- Completed 8 RFP responses per quarter for wastewater and food-processing clients, achieving a 74.8% win rate on competitive bids.
- Recommended improved controller hardware to 23 existing customers, documenting projected cost savings averaging \$6,870 per installation.
- Tracked all opportunity stages and customer interactions in Salesforce, maintaining current records for 31 active prospects across the Dakotas.

ASSOCIATE SALES ENGINEER I COTEAU HILLS INSTRUMENT CO., HURON, SD I 2015 - 2017

- Achieved a POV success rate of 57.3% on sensor integration evaluations by coordinating 3-week pilot programs with plant engineering teams.
- Prepared 11 proposals per quarter for temperature and pressure instrumentation packages, contributing to \$486,200 in closed orders during the first year.
- Logged prospect details and follow-up tasks in HubSpot within 24 hours of each site visit, keeping 18 accounts current across western South Dakota.