

RooCruit

Berlin, Germany

BRIAN

SaaS Account Executive

PROFESSIONAL SUMMARY

Results-driven Account Executive with over 3 years of full-cycle SaaS sales experience and 3 years as a Business Development Representative. Expert in managing complex sales cycles across international markets, with a specialized focus on outbound pipeline generation, consultative discovery, and selling workflow-driven technology solutions to technical stakeholders, including IT teams, operations leaders, and C-level executives.

KEY SKILLS

Core Competencies:

- Full Sales Cycle Management
- Technical Discovery & Demos
- Outbound Prospecting & Lead Gen
- MEDDIC, BANT, & SPIN Methodologies

Technology Stack:

- Salesforce & HubSpot CRM
- Gong, ZoomInfo, LeadIQ
- Sales Navigator & SalesLoft

PROFESSIONAL EXPERIENCE

International Sabbatical & Market Re-Entry**March 2025 - January 2026**

Planned sabbatical for international travel and personal development following 7 successful years in SaaS sales. Currently re-entering the market for a new Account Executive opportunity within a high-growth technology company.

Leading SaaS Cybersecurity Platform**2020 - 2025***Mid Market Account Executive**June 2023 – March 2025*

- Managed full sales cycle across Nordics, Benelux, and UKI markets for organizations with 500–3000 employees.
- Achieved 100% of quota in 2023 and 103% in 2024.
- Built and progressed pipeline through outbound prospecting and inbound qualification, multi-threading across IT, security, and business stakeholders.
- Led discovery sessions and applied MEDDIC principles to align technical solutions with high-level customer priorities.

*SMB Account Executive**October 2021 – May 2023*

- Conducted high-volume demos (10-15 weekly) of the security platform to Start-Ups across EMEA and the U.S.
- Closed a record multi-year \$276,000 TCV deal, the largest in the company's SMB segment history.
- Achieved 110% annual quota attainment in 2022.

*Business Development Representative**March 2020 – September 2021*

- Prospected SaaS and FinTech companies targeting C-level titles, primarily in the U.S. market.
- Consistently generated opportunities that converted to high-value deals for the AE team.
- Promoted to Account Executive following sustained high performance.

International Life Science SaaS Company**July 2018 – January 2020***Business Development Representative**Berlin, Germany*

- Generated over 80 qualified meetings with Pharma and MedTech leaders.

- Executed robust outbound strategies via cold calling, email, and LinkedIn, supported by deep market research.

International Non-Profit Organization

February 2017 – July 2018

Telemarketer

Dublin, Ireland

- Individual contributor for large-scale telemarketing and telefundraising campaigns.

EDUCATION

Dublin City University

Dublin, Ireland

M.A. in International Security Studies, 2:1

B.A. in Contemporary Culture & Society, 1st Class Honours

LANGUAGES

English (Native/Professional)