

Lee

ROOCRUIT

Entrepreneur & Business Development Leader

KwaZulu Natal, South Africa

PROFESSIONAL SUMMARY

Entrepreneur and Business Development Leader with over 15 years of experience in scaling inbound and outbound sales, driving revenue growth, and building high-value B2B relationships. Proven ability to manage cross-functional teams, develop strategic partnerships, and lead product and service innovation across diverse industries. Expert in SaaS growth models, operational leadership, and international market expansion.

KEY SKILLS

- B2B SaaS Sales Strategy & GTM
- CRM Automation & Lead Generation
- SMB & Enterprise Business Development
- SaaS Metrics & Business Models
- Data Compliance (GDPR, SOC 2)
- AI Personalized Outbound Prospecting
- Executive Mastermind Facilitation
- Account Based Marketing (ABM)

PROFESSIONAL EXPERIENCE

Head of Sales (Consulting)

June 2024 – Present

International SaaS Growth & Mastermind Community

USA/Remote

Leading growth communities for SaaS CEOs and Founders with \$1M - \$100M in ARR.

- Leading sales strategy and implementation for converting approved members, contributing to a 400+ membership base and generating between \$472,800 – \$630,400 in revenue.
- Successfully upselling a specialized B2B SaaS Growth Program (\$20K) to over 60 SaaS firms, generating \$1.2M+ in additional revenue.
- Aligning sales initiatives with marketing and growth programs to ensure cohesive scaling.

- Managing complex CRM pipelines with meticulous tracking of engagement and conversion metrics.
- Hosting live growth mastermind calls to elevate brand visibility and thought leadership.

Managing Member

2010 – Present

Specialist Environmental Services Firm

South Africa/Hybrid

An environmental services enterprise providing microbial solutions for sanitation and waste treatment.

- Leading financial operations and ensuring full legal and regulatory compliance.
- Driving B2B and B2C partnerships and product expansion across national and international channels.
- Representing the company at industry events, successfully increasing client inquiries by 30%.
- Secured an exclusive national retail partnership with a leading chain, resulting in a 12% increase in overall sales within the first 6 months.
- Positioned the firm as a preferred vendor in the eco-friendly sanitation segment.
- Improved customer retention by 25% through strategic client-success initiatives.

Key Account Manager

2005 – 2010

Major UK Construction Materials & Merchant Group

United Kingdom

- Managed a portfolio of 150+ high-value B2B clients across the UK construction industry.
- Oversaw accounts with average monthly spend ranging from £50K to £100K per client.
- Built and nurtured long-term client relationships, consistently driving customer satisfaction and retention.
- Acted as the primary point of contact for procurement and project teams, ensuring timely delivery and service.
- Consistently identified upsell and cross-sell opportunities, contributing to sustained revenue growth.
- Maintained strong pipeline visibility and accurate forecasting to support sales planning and inventory management.
- Recognized as Key Account Manager of the year for exceeding revenue targets.

EDUCATION & CERTIFICATIONS

- **B2B SaaS Growth System** – Professional Certification
- **Varsity College** – A+ PC Engineering & MCSE
- **Kingsway High School** – Matric Cert
- **IRATA Level 1 & First Aid and CPR (Level 1 – 3)**

LANGUAGES

- **English:** Native/Fluent
- **Afrikaans:** Native/Fluent

RooCruit - Connecting International Companies with South African Talent