

Carrick

Senior Account Executive

Cape Town, South Africa

ROOCRUIT

PROFESSIONAL SUMMARY

A highly experienced sales professional with over 20 years of total experience, including 10 years of specialized expertise in B2B, B2C, and SaaS sales. Proven track record across the Financial, Hospitality, and Employee Wellbeing Tech industries. Expert in managing the full 360-degree sales cycle, defining Go-to-Market strategies, and consistently exceeding revenue targets within international startup environments.

KEY SKILLS

- Full 360 Sales Cycle Management
- Go-to-Market (G2M) Strategy
- SaaS Development & Refinement
- Relationship Management & Client Success
- C-Level Executive Presentations
- B2B & B2C Business Development
- Strategic Partnership Building
- Expeditious Problem Solving

PROFESSIONAL EXPERIENCE

Senior Account Manager

April 2022 - May 2023

European-based Tech Startup

- Hired to build out sales processes and define Go-to-Market strategies.
- Collaborated closely with the product team to ensure SaaS platform development coincided with market refinement for increased market share.
- Responsible for the full 360-degree sales cycle.

Senior Growth Manager MEA

April 2022 - May 2023

London-based Health-Tech Company

- Managed the end-to-end sales cycle, including sourcing prospects matching the ICP and presenting to C-level executives.
- Developed and refined territory-specific G2M strategies.
- Acquired professional body memberships (e.g., EAPASA) and built revenue-generating partnerships.

Senior Sales Development Representative**July 2021 - March 2022***International SaaS Hospitality Platform*

- Promoted from Senior BDR to Senior SDR after refining BDR processes and go-to-market strategies.
- Exceeded sales targets consecutively for 6 months.

Sales Executive / Business Development**November 2017 - July 2021***Leading Hospitality Software Provider*

- Managed the entire sales cycle including inbound/outbound prospecting, demos, and presentations.
- Successfully onboarded over 300 clients.
- Handled ongoing client success and long-term relationship management.

EDUCATION

Financial Services Board

Regulatory Exam Level 1 (2016)

UNISA

BComm. Economics & Financial Management (Completed relevant coursework 2011-2013)

Varsity College

Certificate in International Hospitality Management (2005)

Fish Hoek Senior High

Matric (2004)

LANGUAGES

English (Native/Professional), Afrikaans (Professional)

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