



Kabir Gupta

Principal Account Executive, Enterprise

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STRENGTHS

- 🗨 **Executive Discovery**
Led conversations with CHRO and CIO stakeholders, turning hiring friction into clear business cases. Buyers gained confidence.
- 📊 **Pipeline Discipline**
Built territory plans and sustained roughly 3X coverage. Forecast reviews became cleaner, calmer, and easier to trust.
- 👥 **Complex Deal Leadership**
Coordinated security, legal, services, and finance workstreams through difficult pursuits. Teams knew who owned each move.
- 💡 **Value Selling**
Connected platform capabilities with recruiting outcomes and executive priorities. That shift made proposals more persuasive.
- 👤 **Seller Mentoring**
Coached account executives on discovery and multi threading. Peers returned for practical guidance on difficult opportunities.

SKILLS

<u>Enterprise SaaS Sales</u>		<u>HCM</u>
<u>Talent Acquisition</u>	<u>New Logo Sales</u>	
<u>Complex B2B Sales</u>		
<u>Value Based Selling</u>		
<u>Consultative Selling</u>		
<u>360 Degree Selling</u>		
<u>Account Planning</u>		
<u>Executive Engagement</u>		
RFP and RFI	Contract Negotiation	

SUMMARY

Principal **enterprise software sales** executive with 14 years of progressive experience, including more than a decade creating new logo pipeline and closing complex SaaS opportunities with large organizations. Deep expertise spans HCM, **talent acquisition** technology, consultative discovery, **value based selling**, executive engagement, and multi stakeholder deal strategy. Translates hiring and workforce challenges into quantified business cases for cloud platforms. Leads full sales cycles through discovery, RFP and RFI activity, security review, **professional services** scoping, legal negotiation, pricing approval, and contract execution. Builds disciplined pipeline coverage and forecasting practices with Salesforce and Clari, supported by SalesLoft, Gong, LinkedIn, Microsoft Word, and Microsoft Excel. Trusted mentor and cross functional partner across presales, marketing, finance, services, product, legal, and information security.

EXPERIENCE

Principal Account Executive, Enterprise

SummitBridge Software 📅 January 2022 - Present 📍 Dallas, TX

Owns enterprise new logo SaaS pursuits across cloud HCM and recruiting solutions, guiding executive stakeholders through complex buying decisions, coordinated workstreams, and commercial close.

- Owned new logo **SaaS** pursuits for enterprises supporting 4,000 to 60,000 employees.
- Built territory plans using account research, **referrals**, **webinars**, LinkedIn, and targeted prospecting.
- Sustained roughly 3X qualified pipeline coverage through direct enterprise development.
- Led CHRO, CIO, procurement, finance, and **talent acquisition** discovery sessions.
- Converted fragmented hiring workflows into value based proposals and business cases.
- Directed **RFP** and RFI responses through demonstrations, security review, and services scoping.
- Coordinated legal negotiation, pricing approval, contracting, and final executive decisions.
- Maintained Salesforce and Clari hygiene, using Gong insights for forecast discipline.
- Used SalesLoft sequences to sharpen next step planning and executive engagement.
- Mentored enterprise sellers on **discovery**, multi threading, and value articulation.

Senior Enterprise Account Executive

Northstar HCM Solutions 📅 May 2018 - December 2021 📍 Frisco, TX

Developed large enterprise SaaS opportunities for recruiting, onboarding, and talent workflow modernization, while guiding buying committees through technical validation, commercial review, and close.

- Developed new logo opportunities with national and global employers evaluating SaaS recruiting.
- Mapped buying committees across HR, IT, security, finance, **legal**, and procurement.
- Created persona specific messaging linked to measurable recruiting priorities and outcomes.
- Established account based prospecting through **LinkedIn**, referrals, networking, and **sales development**.
- Managed advanced cycles from qualification through technical validation and commercial close.
- Balanced customer requirements with implementation scope, risk review, and contract terms.
- Produced executive proposals in **Microsoft Word** and Excel with clear value drivers.
- Clarified deployment assumptions, commercial options, and decision criteria for senior stakeholders.
- Coached newer account executives on enterprise opportunity strategy and deal planning.
- Shared field insight with **presales** and **marketing** teams developing competitive positioning.

Enterprise Account Executive

CedarPeak Technology 📅 July 2015 - April 2018 📍 Irving, TX

LANGUAGES

English Native
Hindi Proficient

MY CAREER



- Principal Account Executive, Enterprise at SummitBridge Software (4.8 Years)
- Senior Enterprise Account Executive at Northstar HCM Solutions (3.6 Years)
- Enterprise Account Executive at CedarPeak Technology (2.8 Years)
- Account Executive, Business Applications at BlueRidge Business Applications (3 Years)

Pursued enterprise logos for **cloud** workforce software, combining structured discovery, account planning, executive relationship building, and coordinated solution delivery across complex opportunities.

- Pursued new enterprise logos through cold outreach, referrals, events, and business development.
- Conducted discovery with HR and technology stakeholders across distributed organizations.
- Identified process constraints, integration concerns, adoption requirements, and desired outcomes.
- Built value based account plans involving multiple locations and executive sponsors.
- Expanded relationships beyond a single champion through deliberate stakeholder mapping.
- Coordinated specialists, consultants, legal, finance, and services through proposal development.
- Addressed demonstrations, security questions, negotiations, and implementation considerations.
- Managed **CRM** stages, close plans, pipeline reviews, and forecast updates.
- Documented buyer commitments, risks, and next actions for reliable opportunity control.
- Developed executive communication skills through larger and more complex pursuits.

Account Executive, Business Applications

BlueRidge Business Applications 📅 June 2012 - June 2015 📍 Richardson, TX

Sold B2B software for midmarket and emerging enterprise customers, building core strength in consultative discovery, prospecting, proposal development, negotiation, and new account acquisition.

- Sold **B2B** software solutions through consultative discovery and new account acquisition.
- Created prospect lists using account research, phone outreach, email, and networking.
- Established qualified conversations through professional social channels and targeted follow up.
- Translated workflow problems into demonstrations connected with operational needs.
- Prepared proposals linking software capabilities with customer priorities and user requirements.
- Managed opportunities from first meeting through proposal, negotiation, and signature.
- Coordinated technical questions with product and implementation specialists during evaluation.
- Kept CRM records, pipeline stages, contact maps, and forecast notes current.
- Supported weekly sales planning with clear management visibility and documented next actions.
- Earned larger account assignments through reliable execution across each sales cycle.

PROJECTS

Enterprise HCM Value Selling Program 📅 2024

Built repeatable account planning and value articulation practices for complex HCM pursuits, connecting buyer personas, business cases, executive priorities, and cloud solution outcomes.

Forecast Discipline and Pipeline Coverage 📅 2023

Strengthened Salesforce and Clari operating rhythms with clearer opportunity stages, next steps, buyer commitments, and coverage reviews for enterprise sales planning.

LEADERSHIP & AWARDS

- Enterprise Sales Peer Mentor, SummitBridge Software, supporting account executives with discovery and opportunity strategy.
- Progressive Account Assignment Leadership, recognized through advancement from midmarket selling into principal enterprise ownership.
- Cross Functional Deal Leadership, trusted to coordinate presales, legal, services, finance, and security workstreams.

EDUCATION

Bachelor's Degree in Marketing

University of North Texas 🎓 GPA: 3.5 📅 2012 📍 Denton, TX

Coursework: Sales management, marketing strategy, business communications, consumer behavior

CERTIFICATIONS

- Salesforce Trailhead, Sales Cloud Fundamentals 📅 2024
- Gong Academy, Revenue Intelligence Fundamentals 📅 2025

TECHNICAL SKILLS

- **CRM Platforms:** Salesforce, Clari, CRM opportunity management
- **Sales Engagement:** SalesLoft, LinkedIn, cold calling
- **Revenue Intelligence:** Gong, conversation insights, forecast reviews
- **Microsoft Office:** Microsoft Word, Microsoft Excel, Microsoft Office
- **Enterprise Selling:** New logo sales, complex B2B sales, global accounts
- **HCM Technology:** Cloud HCM, talent acquisition, recruiting software
- **Sales Methodologies:** Value based selling, consultative selling, 360 degree selling
- **Pipeline Management:** Pipeline coverage, account planning, sales forecasting
- **Proposal Management:** RFP responses, RFI responses, business cases
- **Deal Execution:** Commercial negotiation, contract execution, pricing approval
- **Stakeholder Management:** Buyer personas, executive engagement, C level selling
- **Cross Functional Delivery:** Presales, professional services, information security
- **Prospecting Channels:** Referrals, webinars, regional networking, social selling

PROFESSIONAL AFFILIATIONS

- Enterprise Sales Peer Mentor, SummitBridge Software
- Volunteer Career Mentor, Dallas Professional Network

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST