



Austin Cook

Principal Account Executive, Mid Market SaaS

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STRENGTHS

- 🗣️ **Executive discovery**
Asked sharper business questions during recruiting platform evaluations, helping senior buyers connect priorities with measurable outcomes.
- 📊 **Territory strategy**
Built coverage plans from ICP fit and whitespace signals. A useful shift came when account focus became easier to defend.
- 🔗 **Deal orchestration**
Mapped stakeholders across HR, Finance, IT, and Procurement, giving complex opportunities clearer ownership and momentum.
- ♥️ **Forecast discipline**
Used evidence, risk flags, and inspection routines to improve commit conversations. Peers often sought a second view on deal health.
- 👥 **Peer mentorship**
Shared discovery and deal strategy practices with newer sellers, turning difficult opportunity reviews into practical next steps.

SKILLS

Mid Market SaaS Sales HR Tech

Talent Acquisition

Territory Strategy

Account Planning

Account Based Selling

Executive Selling

Value Based Selling MEDDICC

SPICED Command of Message

Multi Threading

SUMMARY

Principal level **SaaS sales** professional with 10 years of quota carrying experience across **Mid Market** and Commercial segments, including **HR technology** and multi product platforms. Builds data driven territory strategies, account based pipeline, and complex opportunities involving HR, Talent Acquisition, Finance, IT, Procurement, and executive sponsors. Consistently recognized among top performers through President's Club honors and top 20 percent results. Uses MEDDICC, SPICED, executive discovery, stakeholder mapping, ROI business cases, competitive positioning, and **mutual close plans** to create buyer alignment and forecast confidence. Leads multi quarter new business and expansion motions with disciplined CRM inspection, thoughtful risk management, and peer mentorship. Ready to contribute strategic selling, business judgment, and durable revenue growth within a remote first SaaS organization.

EXPERIENCE

Principal Account Executive, Mid Market

SummitFlow Software 📅 January 2024 to Present 📍 Denver, CO

Owns a strategic Mid Market territory for a multi product workforce platform, leading new logo acquisition, expansion planning, executive selling, and peer coaching. Creates multi quarter coverage plans and coordinates complex buying groups across HR, **Talent Acquisition**, Finance, IT, Procurement, and **executive sponsors**. Applies MEDDICC, stakeholder mapping, competitive positioning, mutual close plans, and ROI narratives to improve deal quality and forecast confidence.

- Built multi quarter territory coverage using ICP fit, whitespace analysis, and intent signals for pipeline quality.
- Led executive discovery across HR and **Finance**, translating workforce objectives into measurable business cases.
- Orchestrated multi threaded opportunities with MEDDICC, **stakeholder maps**, and **mutual close plans**.
- Developed ROI narratives for VP and C level buyers evaluating platform consolidation and recruiting workflows.
- Coached peers on discovery, forecast inspection, and deal strategy while earning **President's Club** recognition.

Senior Account Executive, Commercial

BluePeak HR Technologies 📅 July 2021 to December 2023 📍 Boulder, CO

Managed Commercial **SaaS sales** across recruiting, onboarding, and workforce analytics solutions. Built account based pipeline with sales development and marketing partners, led **executive outreach**, and guided multi stakeholder opportunities through procurement, legal, security, and commercial review. Used SPICED and expansion hypotheses to connect initial purchases with future product adoption and stronger forecast consistency.

- Used **SPICED** discovery to document business pain, impact, critical events, and decision processes.
- Created account based outbound plays with sales development and marketing for high fit accounts.
- Navigated **procurement**, legal, security, and **commercial** negotiations for complex platform opportunities.
- Established expansion hypotheses during initial cycles and coordinated handoffs with clear adoption goals.
- Maintained commit and best case reviews using deal evidence and risk flags for forecast consistency.

Account Executive, Mid Market

ClearHire Cloud 📅 March 2019 to June 2021 📍 Fort Collins, CO

Stakeholder Mapping

ROI Business Cases Forecasting

LANGUAGES

English Native

Spanish Intermediate

MY CAREER

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MONTHS

Carried a **Mid Market** quota for cloud recruiting software, developing territory plans and consultative opportunities with recruiting and operational leaders. Built executive business cases, coordinated technical validation with solution consultants and IT teams, and used mutual action plans to guide complex evaluations. Finished among the top 20 percent of the sales organization in 2020 while sharing **account planning** practices with newer sellers.

- Built territory plans from installed base signals, industry fit, and targeted prospecting for recruiting software.
- Ran consultative discovery with recruiting leaders, connecting workflow constraints to measurable hiring outcomes.
- Created competitive narratives and business cases clarifying value, implementation, and decision tradeoffs.
- Coordinated technical validation with solution consultants and IT teams before **commercial** negotiation.
- Used mutual action plans and decision criteria to align evaluations through contracting.

Account Executive

FrontRange Business Software 📅 October 2016 to February 2019 📍 Denver, CO

Sold subscription business software through outbound prospecting, structured discovery, demonstrations, and commercial negotiation. Developed account lists from firmographic and use case criteria, maintained accurate CRM records, and partnered with implementation and customer success teams. Progressed into larger Mid Market opportunities through consistent execution, business judgment, and disciplined pipeline management.

- Built account lists from firmographic and use case criteria for targeted operational outreach.
- Conducted structured discovery covering processes, priorities, stakeholders, timing, and reasons for change.
- Maintained accurate CRM stages, next steps, close dates, and **pipeline** notes for weekly inspection.
- Partnered with implementation and customer success teams to set expectations and identify follow on use cases.
- Progressed into larger **Mid Market** opportunities through consistent prospecting and pipeline discipline.

PROJECTS

Mid Market Territory Expansion 📅 2025

Created a multi quarter territory approach for a workforce platform, combining ICP segmentation, whitespace analysis, executive outreach, and expansion hypotheses across priority accounts.

Executive Value Selling Program 📅 2023

Applied SPICED discovery and ROI business case practices across recruiting and workforce analytics opportunities, helping buyers connect operational pain with measurable outcomes.

LEADERSHIP & AWARDS

- President's Club, SummitFlow Software, 2025
- Top 20 Percent Sales Performer, ClearHire Cloud, 2020
- Peer Deal Strategy Mentor, SummitFlow Software, 2024 to Present

EDUCATION

Bachelor of Science in Business Administration

Colorado State University 🎓 GPA: 3.5 📅 2016 📍 Fort Collins, CO

Coursework: Sales strategy, business analytics, marketing, organizational behavior

CERTIFICATIONS

- MEDDICC Sales Methodology Practitioner 📅 2024
- SPICED Sales Methodology Training 📅 2023

TECHNICAL SKILLS

- **Sales Methodologies:** MEDDICC, SPICED, Command of the Message

- **Territory Planning:** ICP Alignment, Segmentation, Whitespace Analysis
- **Account Based Selling:** Executive Outreach, Strategic Prospecting, Account Planning
- **CRM Platforms:** Salesforce, HubSpot, CRM Inspection
- **Forecast Management:** Commit Reviews, Best Case Reviews, Pipeline Inspection
- **Executive Selling:** C Level Presentations, ROI Narratives, Business Cases
- **Deal Management:** Stakeholder Maps, Mutual Close Plans, Risk Reviews
- **HR Technology:** Recruiting Software, Talent Acquisition, Workforce Analytics
- **SaaS Sales:** Mid Market, Commercial, Multi Product Platforms
- **Revenue Expansion:** Land and Expand, New Business, Cross Sell
- **Commercial Process:** Procurement, Legal Review, Security Review
- **Pipeline Development:** Account Based Motions, Outbound Prospecting, Intent Signals

PROFESSIONAL AFFILIATIONS

- Sales Discovery Practice Facilitator, BluePeak HR Technologies, 2022 to 2023
- Peer Deal Strategy Mentor, SummitFlow Software, 2024 to Present

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST