

Zain Benson

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SUMMARY

Senior **enterprise software sales** executive with 14 years of experience leading complex business application and cloud subscription pursuits for strategic accounts. Builds executive relationships, shapes multi year **account strategies**, and guides large transactions through lengthy competitive sales cycles. Connects customer technology environments, business priorities, and industry needs with practical solution portfolios that support renewals, expansions, up sells, cross sells, and sustainable revenue growth. Leads **virtual account teams** across solution consulting, marketing, inside sales, partner channels, product specialists, legal, and executive sponsors. Uses disciplined CRM governance, **white space analysis**, competitive insight, and forecast management to improve execution. Brings calm negotiation judgment, strong executive presence, and fluent Business English to high stakes customer conversations. Helps organizations align technology investment with measurable business value and confident commercial decisions.

EXPERIENCE

Senior Strategic Account Executive

January 2023 - Present

Apex Meridian Software

Seattle, WA

Owns strategic enterprise accounts and guides multi year cloud subscription pursuits, renewal planning, expansion motions, and virtual account team execution across complex application environments.

- Created multi year account plans linking executive priorities with **cloud subscriptions** and application modernization goals.
- Led complex finance, operations, and customer experience **expansions** through extended stakeholder and executive decision cycles.
- Mapped installed applications and strategic initiatives to sequence white space cross sell and up sell opportunities.
- Established weekly **CRM** governance covering decision criteria, competition, partner actions, dependencies, and next step ownership.
- Negotiated renewal and expansion structures balancing adoption plans, commercial terms, implementation timing, and account value.
- Directed **marketing, inside sales**, product, partner, and executive resources around coordinated customer engagements.

Enterprise Account Executive

March 2020 - December 2022

BluePeak Business Systems

Bellevue, WA

Managed national business application accounts and advanced long cycle pursuits from discovery through **negotiation**, using customer insight, CRM discipline, and coordinated **team selling**.

- Mapped operational priorities and technology constraints through discovery workshops for complex business application pursuits.
- Advanced long cycle opportunities by coordinating campaigns, solution engineering, partners, and procurement stakeholders.
- Expanded subscriptions by matching under served functions with cloud capabilities and documented adoption priorities.
- Maintained CRM records covering influence, stage, competition, forecast assumptions, and mutual action plans.
- Presented executive business cases connecting solution scope, implementation considerations, outcomes, and commercial choices.
- Strengthened **competitive positioning** with field intelligence, customer requirements, and product roadmap input.

Strategic Account Manager

July 2016 - February 2020

Cascade Enterprise Applications

Portland, OR

Managed enterprise software relationships across a multi account territory, developing account plans, qualified pipeline, renewal strategies, and expansion opportunities with business and technology leaders.

- Built account plans around application portfolios, renewal calendars, strategic programs, and executive priorities.
- Developed qualified pipeline through outreach, partner referrals, marketing programs, and targeted discovery.
- Closed multi stakeholder software transactions across security, finance, procurement, operations, and IT teams.
- Created white space maps that surfaced adjacent function opportunities and supported customer adoption sequencing.
- Negotiated subscription **renewals** and incremental licenses with procurement teams while protecting customer value.
- Kept CRM data current for reliable pipeline reviews and clear sales, solution, and customer success handoffs.

Account Executive

October 2012 - June 2016

Summit Ridge Technologies

Spokane, WA

Developed mid market and enterprise software accounts, translating customer requirements into structured evaluations while growing toward larger ownership through disciplined planning and stakeholder engagement.

- Translated customer environments and business requirements into structured business application evaluations.
- Built pipeline through prospecting, partner introductions, marketing campaigns, and account research.
- Coordinated demonstrations and discovery sessions with technical specialists around defined workflows.
- Supported negotiations and renewals by organizing requirements, feedback, competition, and internal approvals.
- Maintained accurate CRM activity, forecast, contact, and opportunity records for territory reviews.
- Earned larger account ownership through stakeholder maps, account plans, competitive briefs, and clear next steps.

PROJECTS

Enterprise Cloud Expansion Program 📅 2024

Connected application portfolios with cloud subscription expansion opportunities across finance, operations, and customer experience stakeholders. Coordinated specialists, partners, and executive sponsors through extended evaluation and negotiation.

Strategic Pipeline Governance Initiative 📅 2022

Introduced recurring opportunity reviews covering stage quality, decision criteria, competitive position, forecast assumptions, dependencies, and ownership. Created clearer execution rhythm for long cycle pursuits.

LEADERSHIP & AWARDS

- Selected for strategic account leadership recognition after guiding complex subscription expansions across executive stakeholder groups.
- Recognized by sales leadership for disciplined CRM governance and reliable opportunity forecasting.
- Promoted into larger enterprise account ownership through consistent planning, negotiation, and customer engagement results.

EDUCATION

Bachelor of Business Administration in Marketing

2012

Washington State University GPA: 3.6

Pullman, WA

Coursework: Marketing Strategy, Business Analytics, Sales Management, Consumer Behavior

CERTIFICATIONS

- Strategic Selling and Complex Negotiation Certificate, University of Washington Continuing Education 📅 2024
- Cloud Business Value Fundamentals, Professional Education Program 📅 2023

TECHNICAL SKILLS

- **CRM Platforms:** Salesforce, Microsoft Dynamics, HubSpot
- **Cloud Subscriptions:** Software as a Service, Cloud licensing, Subscription renewals
- **Business Applications:** Enterprise resource planning, Customer relationship management, Line of business software
- **Sales Methodologies:** Consultative selling, Strategic selling, Solution selling
- **Opportunity Management:** Pipeline reviews, Forecast management, Mutual action plans
- **Account Planning:** White space analysis, Stakeholder mapping, Multi year planning
- **Commercial Negotiation:** Renewal negotiation, Expansion negotiation, Contract terms
- **Demand Generation:** Marketing campaigns, Prospecting, Discovery workshops
- **Partner Channels:** Channel partners, Partner referrals, Co selling
- **Executive Engagement:** Executive presentations, Executive sponsors, Business value discussions
- **Competitive Intelligence:** Competitive positioning, Field intelligence, Competitive briefs
- **Cloud Solutions:** Cloud subscriptions, Application modernization, Cloud capabilities

SKILLS

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|-------------------------|---------------|------------------------|---------------------------|
| • Strategic selling | • CRM | • Up selling | • Partner channels |
| • Cloud subscriptions | • Negotiation | • Cross selling | • White space analysis |
| • Business applications | • Renewals | • Executive engagement | • Competitive positioning |
| • Pipeline management | • Expansions | • Team selling | |

PROFESSIONAL AFFILIATIONS

- Association of Strategic Account Managers, member focused on enterprise selling practices and peer learning.
- Technology Services Industry Association, participant in business application sales and customer value discussions.

LANGUAGES

- English (Native)
- Business English (Native)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST