

# MICHAEL S. WEINSTEIN

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## HEAD OF SALES | CLIENT PARTNER

### Professional Experience

**January 2022 to Present • CORELOGIC • Irvine, CA (Remote)**

#### Principal, Sales Executive – Improved SaaS product sales

Develop effective strategies to sell data solutions to retailers operating in home improvement sector. Create cadences and marketing templates in SalesLoft for Data Solutions BDR group. Serve as a member of internal leadership group and acquire data assets from companies in home improvement sector for a new product.

- Secured high-profile engagements with companies by establishing productive relationships with C-suite and representing company at International Shopping Center Conference in Las Vegas.
- Promoted professional development and developed a culture of performance excellence by delivering leadership and training to cross-functional teams.
- Transformed leads into successful sales by overseeing response to multiple RFPs for data solutions team members.
- Increased quarterly pipeline by 135% and developed and grew prospects and contacts at 500+ companies for the group.
- Achieved more than 126% of sales quota for last three consecutive quarters.

**November 2020 to July 2021 • BUXTON COMPANY • Ft Worth, Texas (Remote)**

#### Head of Sales, Vice President

Improved commercial SaaS product sales and increased awareness across new verticals in collaboration with product design team. Delivered presentations at multiple external events for Bisnow, ICSC, GlobeStreet, and CRETech. Provided detailed weekly sales forecasting to senior management. Managed a budget of \$1 million and delivered weekly pipeline updates to senior leadership. Educated team members on Buxton's SaaS concepts and technical details of products.

- Launched a SaaS product to market by overseeing strategy, including market segmentation, quarterly sales goals, competitive analysis, customer offerings, and pricing.
- Developed and grew pipeline from scratch to more than \$6 million in annual NNR. Grew sales pipeline by developing structured sales process, including marketing plans, immediate processing of leads, scheduled follow-up, and best practices.
- Recruited, developed, and headed highly experienced and dedicated sales team to achieve revenue targets and enhance lead generation.
- Elevated Buxton brand and improved product offerings by optimizing sales process and tactics in collaboration with other departments.
- Achieved SaaS sales of \$1 million in annual NNR within four months of production by directing sales team members.
- Implemented SalesLoft in collaboration with the product team that adopted enterprise-wide.

**November 2019 to November 2020 • NEXUS SYSTEMS • Falls Church, VA (Remote)**

#### Senior Sales Director, US, and Canada

Developed a sales process to bring prospects into the funnel in collaboration with SLT while reporting to the Chief Customer Officer. Sold online solutions to SMBs and enterprise clients using inbound and outbound sales channels, channel partnerships, Salesforce, Hubspot, and Salesintel.io to reach revenue targets.

- Sold high-value innovative SaaS solutions to key customers during the first year of employment in the COVID pandemic.
- Fueled US sales funnel by more than 450% within the first year of employment: recognized as a most active representative nationwide for delivering average of five online client demonstrations per week.
- Achieved 146% of sales quota during COVID-19 outbreak through sales planning, customer service, and cross-functional collaboration.
- Managed and grew large-scale key accounts while serving as a Player/Coach for BDR and Client Experience teams.
- Oversaw both direct and channel strategies while regularly interacting with channel partners to feed sales funnel.

Continued....

**November 2018 to November 2019 • ALPHA REAL ESTATE EXCHANGE • Southfield, MI****Head of Sales, Operations Director (Contract)**

Oversaw all aspects of sales process, developed marketing plans, established a pipeline strategy, and implemented best practices to manage leads and achieve sales goals while reporting to the President. Managed an annual budget of \$500K, analyzed variance reports, and devised effective action plans to minimize budget deviations.

- Developed and maintained tech stack, including Salesforce, Buildout, SalesIntel.io, CoStar Suite, Mailchimp, Ruby, and Slack.
- Established database from scratch within six months, including buyers, brokers, and key influencers as well as grew to more than 98K of which 62K contained valid email addresses.
- Completed two largest transactions in the office totaling over \$4 million.

**October 1999 to November 2018 • CoSTAR GROUP • Southfield, MI****Senior Sales Director, Debt and Equity | Sales Director | Account Executive**

Oversaw both inbound and outbound channels, guiding perspective shoppers along the buyer's journey. Navigated and penetrated multi-person sales at large accounts, including banks, governments, and REITs. Led five team members while reporting to the Regional Director and Regional Vice President of Sales.

- Won multiple President's Circle Awards for reaching the top 5% in the national sales force of over 400.
- Generated YOY revenue of \$4 million+. Won CoStar Million Dollar Contest.
- Commended for building and maintaining executive-level relationships within commercial community and economic development groups.
- Consistently ranked in the top 20% of the national sales force for over 12 years and in the top three in the Central US Region of over 50.
- Maintained a 97% renewal rate within the book of business within declining economic conditions for decades.

**Education and Training****Bachelor of Science in Business Administration, Marketing Major • THE OHIO STATE UNIVERSITY; COLUMBUS, OHIO****Sandler Sales Mastery Course • SANDLER SALES/GERRY WEINBERG & ASSOCIATES**

Michael is an award-winning and visionary strategist, recognized for directing technology sales cycle, winning large-scale business deals, developing regional footprints, and negotiating multi-year contracts with small, medium, and global accounts across regulated industries. Exceptional people management acumen with a knack for cultivating a collaborative and productive workplace by leading inside and outside sales teams with ongoing insights and perspectives vital to account growth. Champion of delivering long-term corporate value by shaping enterprise sales strategies and pioneering best-in-class account management approaches.

He is a trusted advisor to executive leadership and high-profile clients for product launches, marketing campaigns, customer-focused tactics, and value add strategic partnerships. Excels in boosting client acquisition and retention by understanding clients' pain points and making recommendations on product performance and cost optimization.

Influential and performance-driven sales leader with evolving legacy of directing sales teams in consistently achieving and exceeding sales and revenue quotas.

*"I've worked with Mike in various capacities for the past decade. You cannot go wrong with Michael as a sales leader. His ability to connect with his team and his contagious enthusiasm separates him from others. Further, Michael knows how to connect the dots of any sales process and understands top of funnel through the close as well as anyone. In short, give this guy a software sales team to lead and you will see a happy and productive sales org."*

**Shea D, CRO**

*"As a salesperson, Michael is a sophisticated, team-oriented professional who always maintains a focus on the success of his clients. His results speak for themselves. As a senior account executive in a different group, I would often collaborate with Michael as a manager on areas such as strategy, best practices, and client success. He works tirelessly to improve his team and is committed to the success of all the stakeholders, internal and external, who depend on him. My confidence in him can be best demonstrated by the fact that while he and I have not worked together for 5 years, we still regularly talk and share best way to achieve sales and customer success."*

**Christian P, CPA**