

# MICHAEL WEINSTEIN

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Detroit, Michigan

## ENTERPRISE ACCOUNT EXECUTIVE | PLATFORM SAAS | NEW LOGOS + EXPANSION | FORTUNE 1000

Enterprise seller with 15+ years of full-cycle success closing complex, multi-stakeholder platform deals. Strength in solution-based discovery, executive alignment, and value engineering that converts business pain into a quantified ROI story and a clear path to decision. Proven across payments, data and analytics, and workflow automation, with disciplined pipeline management and a consistent operating cadence.

### CREDIBILITY SNAPSHOT

- Deal Size: \$80K to \$120K average enterprise ACV; \$40K to \$60K mid-market; frequent \$50K to \$80K multi-product wins
- Sales Cycles: 9 to 12 months (enterprise platforms), 2 to 5 months (mid-market), 45 days to 6 months (transactional to enterprise)
- Buyer Personas: CFO and CEO-led outcomes, plus Marketing and Operations leadership depending on platform motion
- Strength: Executive discovery, quantified business case, stakeholder alignment, close plan, expansion strategy

### SELECTED WINS

- Delivered 120% of quota in Q4 2024 by converting whitespace into expansion and renewals (RealPage HOA)
- Achieved 126% to quota and grew pipeline 135% across 500+ enterprise prospects (CoreLogic)
- Built \$6M+ pipeline and produced \$1M net new revenue in 4 months launching a new SaaS product (Buxton)
- Won a sole-source agreement with Village Green (Top 10 US multifamily firm) after a competitive bake-off by quantifying savings tied to advertising and data outcomes
- Drove a \$450K platform expansion at Ford Motor Company by building a program around dealership location intelligence

### CORE COMPETENCIES

Enterprise New Logos | Expansion | Solution Selling | Executive Discovery | Value Engineering/ROI | Account Strategy | Stakeholder Alignment | Negotiation | RFP Leadership | Partner Motions | Forecast Discipline | Cross-functional Leadership

### PROFESSIONAL EXPERIENCE

RealPage HOA | Senior Sales Executive May 2024 to Present  
Average ACV: \$80K–\$100K | Sales Cycle: 9–12 months | Buyers: CFO, CEO, Owner (Management Firm), Head of Property Management

- Own and grow a named enterprise book through multi-quarter account plans tied to CFO/CEO priorities (cash flow, delinquency reduction, operational efficiency), coordinating Product, bank partners, and software integrations to remove friction

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- Expand the installed base through renewals, upsell, and cross-sell; delivered 120% of quota in Q4 2024 by converting whitespace into revenue
- Lead end-to-end enterprise cycles from discovery through close, aligning finance, operations, IT, and executives to a clear path to decision

**CoreLogic | Principal, Sales Executive (Player Coach)** Jan 2022 to Jul 2023  
Average ACV: \$100K–\$120K | Sales Cycle: 9–12 months | Buyers: CMO, Head of Marketing, CEO

- Delivered 126% to quota and grew pipeline 135% across 500+ enterprise prospects by leading executive evaluations, RFPs, and ROI-backed value narratives that moved deals to decision
- Built scalable outbound motion by creating Salesloft cadences/templates adopted across teams, improving follow-up consistency and conversion
- Secured strategic data feeds from 3 major home improvement companies, strengthening product differentiation and go-to-market leverage

**Buxton | Vice President, Head of Sales** Nov 2020 to Jul 2021  
Average ACV: \$50K–\$60K | Sales Cycle: 2–5 months | Buyers: Head of Brokerage, Asset Manager, Head of Property Management

- As a sales leader, Launched new SaaS product and built GTM motion generating \$6M+ pipeline and \$1M net new revenue in 4 months
- Recruited and led sales team; installed pipeline inspection and forecast cadence with weekly executive reporting
- Implemented Salesforce and Salesloft; owned segmentation, messaging, pricing, and competitive positioning from launch through traction

**Nexus Systems | Senior Sales Director** Apr 2019 to Nov 2020  
Average ACV: \$40K–\$60K | Sales Cycle: 6–12 months | Buyers: CFO, Controller, CEO

- Built repeatable sales process and partner motion with industry software and banking partners
- Grew US funnel 450%+ in year one through tighter ICP, improved messaging, and outbound execution discipline

**CoStar Group | Senior Sales Director (Multiple Roles)** Oct 1999 to Nov 2018  
Average ACV: \$20K–\$30K with frequent \$50K–\$80K wins | Sales Cycle: 45 days to 6 months

- Top 20% nationally; multiple President's Circle awards; owned \$4M+ annual revenue; 97% renewal rate during down cycles
- Expanded large portfolios through platform adoption and multi-product cross-sell; led and mentored a 5-person team

## EDUCATION

The Ohio State University, BS Business Administration (Marketing)  
Wake Forest University, MS AI Strategy and Innovation (Expected Apr 2027)