**Technology Sales Leadership**

[**http://www.weinstein.tech**](http://www.weinstein.tech/)

Having witnessed numerous incorrect sales strategies, such as unprepared salespeople, salespeople failing to ask for the business, the “over-promising” of pipelines, and lack of forecast hygene: I have developed an understanding of what actually works. This knowledge allows me to help lead effectively, leveraging my outgoing, positive, and energetic personality, which I consider my superpower.

**Areas of Expertise**

**Success in Engaging Teams and Creating a Culture of Excellence**

**SDR/BDR Leadership**

**Sales Pipeline Accountability**

**Top Funnel Marketing Strategies**

**Global Perspective with the Willingness to be a Hands-on Manager**

**Strategy Planning & Execution**

**Advanced Microsoft Excel Skills**

**Sandler Sales**

**Vocal thought leader through Social Media, Presentations & Trade Shows**

**Training & Development**

**Familiar with SDLC (Software Development Lifecycle)**

**Presentations & Trade Shows**

**Leadership Initiatives**

* **Servant Leader: Spearheaded strategies to hire a top-performing team of sales professionals to launch a newly created SaaS - Head of Sales, Buxton Company.**
* **Known as a Thought Leader: Presented many times in online and in person industry events for ICSC, BOMA, CRETech, and 5/3 Bank**
* **Top Performer: Recognized on multiple occasions as a President’s Circle top performer – Senior Sales Director, CoStar Group.**
* **Trusted in the C-Suite: Counted on by CoStar’s senior management to take on critical initiatives and issues within sales. Referred to by management as a “Swiss Army Knife” and an indispensable tool that could resolve difficult issues and situations.**
* **Sales Expert: Author of “The 3 Wows and Other Sales Tips I Learned Along the Way”.**

**Career Synopsis**

## CORELOGIC; Irvine, CA (Remote) 2022 - Present

***Principal, Sales Executive***

As a sales professional at CoreLogic, my responsibility involves selling our data solutions to retailers operating in the home improvement sector. At CoreLogic, I have successfully established relationships with C-Level executives, which has led to several high-profile engagements with companies that were previously unaware of CoreLogic's value. As this role is relatively new within the company, I have also provided guidance and support to other team members within the division, to achieve our collective objectives.

* **Represented company at International Shopping Center Conference in Las Vegas, where I met with many C-Level contacts and have begun engagements**
* **Developed and grew Suspects, Prospects and Contacts at over 500 companies for our group to reach out to.**
* **Created cadences and marketing templates in SalesLoft for the Data Solutions BDR group.**
* **Integral part of internal leadership group, devoted to acquiring data assets from companies in the home improvement sector for a new product.**
* **Spearheaded response to multiple RFPs for our data solutions team, of which 2 have turned into successful sales.**

## BUXTON COMPANY; Ft Worth, Texas (Remote) 2020 - 2021

***Head of Sales, Vice President***

Led and supervised a sales team comprising of 12 members to enhance lead generation, follow-up, and other best practices to increase sales revenue. Worked closely with the product design team to improve commercial real estate SaaS product to increase marketability across new verticals. Provided weekly pipeline updates to senior leadership and successfully managed a budget of $1M.

* **Was able to quickly become knowledgeable, and teach my team to be knowledgeable in Buxton’s SaaS concepts, and the technical details of our products.**
* **Built and led a team of full cycle sales reps. Recruited, managed and developed sales team to achieve monthly and quarterly revenue/activity targets. Provided detailed sales forecasting to upper management on a weekly basis.**
* **Led sales team to successfully sell SaaS: $1M in annual revenue within 4 months of production.**
* **Presented at numerous external events for Bisnow, ICSC, GlobeStreet, and CRETech.**
* **Brought a SaaS product to market: Led overall strategy, including market segmentation, quarterly sales goals, competitive analysis, customer offerings and pricing**
* **Built structured sales process including marketing plan, immediate processing of leads, scheduled follow-up, and best practices to decrease friction in the sales pipeline.**
* **I continually optimized the sales process and tactics by collaborating with other departments to elevate the Buxton brand, and improve the product offerings.**

**NEXUS SYSTEMS; Falls Church, VA (Remote) 2019 - 2020**

***Sales Director, US, and Canada***

My role involved selling online solutions to SMBs and enterprise clients, utilizing both inbound and outbound sales channels, and channel partnerships. I used Salesforce, Hubspot, and Salesintel.io to reach revenue targets. I reported to the Chief Customer Officer.

* **Teamed with SLT to create a sales process designed to proactively bring prospects into the funnel**
* **Player/Coach with BDR and Client Experience teams. Worked hands on with individuals to grow and manage accounts.**
* **Fueled the US Sales Funnel by more than 450% within my first year**
* **Most active rep nationwide, based on outbound activity in 2020**
* **Experience with both direct and channel strategies: Created a process where we interacted with channel partners on a consistent basis to feed the sales funnel.**
* **Successfully sold SaaS to technical teams during the first year of the COVID epidemic.**
* **Integral part of driving improvement in the overall efficiency and effectiveness of the sales organization.**

**ALPHA REAL ESTATE EXCHANGE; Southfield, Michigan 2018 - 2019**

***Head of Sales, Operations Director***

As a leader in sales and operations, I was hired to oversee all aspects of the sales process. Reporting to the President, my responsibilities included developing the sales process, creating marketing plans, and implementing best practices to manage leads and achieve sales goals. I provided guidance and leadership to my direct reports and established a pipeline strategy to ensure success. Additionally, I managed an annual budget of $500K.

* **Built and maintained tech stack including SalesForce, Buildout, SalesIntel.io, CoStar Suite, Mailchimp, Ruby, and Slack.**
* **Established a database from scratch within six months to include buyers, brokers, and key influencers in commercial real estate. Grew database to more than 98,000 of which 62,000 contained valid email addresses.**
* **Played a pivotal role in completing the two largest transactions in the office totaling over $4M.**

## COSTAR GROUP; Southfield, Michigan 1999 – 2018

***Senior Sales Director, Debt and Equity***

Initially hired as an individual contributor and later reported to the Regional Director and Regional Vice President of Sales; provided leadership to up to five direct reports. Spearheaded efforts to maintain a 97% renewal rate within the book of business, despite the worst economic condition in decades. Managed both inbound and outbound channels, guiding perspective buyers along the buyer’s journey.

* **Honored for reaching the top 5% in the national sales force of over 400 with President’s Circle Awards. Tenaciously hit and exceeded sales goals.**
* **Consistently ranked in the top 20% of the national sales force for over 12 years and in the top 3 in the Central US Region of over 50.**
* **Tapped to sell to the largest multi-family property management firms such as ROCO, Village Green, Ginosko Development, Hayman Companies, Edward Rose, and KMG Prestige.**
* **Recognized for creating C-level relationships within the commercial real estate community and economic development groups.**
* **Navigated and penetrated multi-person sales at large accounts, including banks, governments, and REITs.**

**Education**

***The Ohio State University; Columbus, Ohio***

***Bachelor of Science in Business Administration, Marketing Major***

***Sandler Sales / Gerry Weinberg & Associates***

***Sandler Sales Mastery Course Completion***