

Hardware + Software Sales | Strategic Growth | Client-Centric Selling

Professional Summary

High-performing sales leader with a hunter mindset and 10+ years of success expanding hardware and SaaS adoption across underdeveloped and high-potential territories. Competitive, goal-driven, and detail-oriented, with a passion for winning and a track record of exceeding quotas. Highly adaptable with a student mindset, excelling at navigating complexity, uncovering solutions, and overcoming objections in dynamic sales environments. Builds trust fast and turns customers into long-term partners through deep industry knowledge, authentic rapport, and consultative, solution-based selling.

Professional Experience

MASS Mgmt, LLC - Consultant- *Las Vegas, NV / Nov 2024 - present*

- Oversee digital marketing campaigns and website management

Dover Fueling Solutions – Sr. Solutions Business Dev Mgr West - *Las Vegas, NV / Feb 2024 – Sept 2024*

- Managed under penetrated 16-state Western territory for DX software suite and ATG hardware
- Drove direct enterprise deals while aligning Wayne & OPW hardware via distributor channels
- Sold 8 major software solutions using consultative engagement strategies to C-Level execs & owners

Crane Payment Innovations – W. Sales Manager, Retail Checkout - *Sacramento, CA / May 2023 – Feb 2024*

- Sold automation hardware to enterprise retail accounts (20–500 locations)
- Built out a previously untapped territory (<1% footprint) into a growing book of business
- Led distributor training and onboarding to expand regional partner network

Gilbarco Veeder-Root – Western Retail Solutions Sales Manager - *Sacramento, CA / Jan 2020 – Feb 2023*

- Manufacturer territory sales rep for 23 Western States representing GVR products
- Hardware & software sales: POS, self-checkout, food ordering systems, and SaaS to retail chains
- Led US in self-checkout sales (594 lanes, 237% of goal in 2022)
- Closed large enterprise deals with retailers averaging 200+ locations
- Drove 112% of quota in 2020 across hardware and SaaS solutions

My Marketplace Builder – Business Development Manager - *Remote / Austin, TX / Aug 2016 – Dec 2019*

- Closed complex custom E-Commerce software & web development deals with C-level buyers
- Converted previously sold multi tenant customer to retainer contracts and upsold software modules

Signpost – Channel Sales Manager / Sr. Sales Executive- *Austin, TX / NYC / May 2014 – Aug 2016*

- Earned the only promotion of 150 sales team to pilot the Channel Sales program, relocating to NYC
- Sold AI-driven SaaS CRM to SMBs via cold calling and virtual demos
- Exceeded 135% of quota over 9 months; President's Club Winner (Top 2 of 150 reps)
- Held company record for highest single-day revenue earned

Education

Texas State University – *San Marcos, TX*

B.S. in Nutrition and Food Science, *Cum Laude*

Minor in Business Administration