

Tom Wilson

Senior Sales Representative / Account Executive



EXPERIENCE

Senior Account Executive — Mid-Market 02/2020 – Present
Cardinal Cloud Systems · Dallas, TX · United States

Carry an \$1.6M annual quota selling a B2B operations platform into 200–2,000-employee accounts across TX/OK/LA/AR.

- Full-cycle: self-source ~40% of pipeline, run discovery and demos, build business cases, and negotiate MSAs with procurement and legal.
- Averaged **118% of quota** over four years; **Presidents Club 2021 and 2023**.
- Closed the region's two largest new-logo deals in 2023 (\$420K and \$310K ACV).
- Onboarding mentor for new AEs — built the territory-planning playbook the segment now uses.

Account Executive 06/2015 – 01/2020
Lone Star Industrial Supply · Fort Worth, TX · United States

Sold MRO and safety products to manufacturing, oil & gas, and construction accounts across North Texas.

- Grew the book from **\$1.1M to \$3.4M in annual revenue** over four years.
- Won and managed three national accounts; negotiated annual pricing agreements and consignment programs.
- Ranked #1 or #2 of 14 reps in the region for three straight years.

Inside Sales Representative 08/2012 – 05/2015
Brazos Financial Group · Tulsa, OK · United States

Phone-based sales of small-business banking products. High-volume outbound — 60+ dials a day — qualifying leads, presenting solutions, and handing larger opportunities to field reps. Promoted to field AE after the third year.

EDUCATION

Bachelor of Business Administration, Marketing 08/2007 – 05/2011
Oklahoma State University — Spears School of Business · Stillwater, OK · United States

Minor in Communication. Member of the collegiate sales team — placed in two regional sales competitions. Worked retail and a campus phone-a-thon to pay for school.

CONTACT

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United States
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PERSONAL INFO

NATIONALITY
American
DATE OF BIRTH
1988-12-05
PLACE OF BIRTH
Tulsa, OK
DRIVING LICENSE
Class C — Texas

LANGUAGES

English
Native
Spanish
Limited Working

HOBBIES & INTERESTS

Weekend golf league, smoking ribs and brisket for game day, coaching my daughter's softball team, and an ever-growing collection of college football trivia nobody asked for.

Associate of Arts — General Business (transfer)
Tulsa Community College · Tulsa, OK · United States

08/2005 – 05/2007

Completed core business and general-education coursework before transferring to Oklahoma State. Phi Theta Kappa honor society.

AWARDS

Presidents Club Cardinal Cloud Systems	2023 – 2023
Presidents Club Cardinal Cloud Systems	2021 – 2021
Top Sales Rep of the Year Lone Star Industrial Supply	2018 – 2018
Rookie of the Year Brazos Financial Group	2013 – 2013

WEBSITES & SOCIAL LINKS

LinkedIn: <https://linkedin.com/in/tomwilson-sales>

REFERENCES

Angela Brewster

Cardinal Cloud Systems — VP of Sales, Mid-Market
+1 (214) 555-0193 · abrewster@cardinalcloud.example.com

Roy Castellano

Lone Star Industrial Supply — Regional Sales Manager
+1 (817) 555-0126 · rcastellano@lonestarsupply.example.com

Denise Park

Brazos Financial Group — Branch Sales Director
+1 (918) 555-0151 · dpark@brazosfg.example.com

PROFESSIONAL SUMMARY

Quota-carrying sales professional with 12 years closing deals across SaaS, industrial supply, and financial services. Full-cycle hunter — prospecting, discovery, multi-threaded negotiations, and close — with a habit of finishing in the top decile and a clean, disciplined pipeline in CRM. Comfortable owning a territory, ramping new reps, and selling to procurement and the C-suite alike.

SKILLS

Full-Cycle B2B Selling	
Prospecting & Pipeline Generation	
Consultative / Solution Selling	
Negotiation & Closing	
Territory & Account Planning	
Forecasting & CRM Hygiene	
Contract & Procurement Navigation	
Rep Onboarding & Coaching	

TECHNICAL PROFICIENCIES

Sales Methodologies: MEDDIC, Challenger, SPIN Selling, Sandler, mutual action plans, value-based ROI cases

CRM & Sales Stack: Salesforce, HubSpot CRM, Outreach, Salesloft, Gong, ZoomInfo, LinkedIn Sales Navigator, Clari

Deal & Quoting: DocuSign, PandaDoc, CPQ tools, NDAs/MSAs/order forms, pricing & discount governance

Verticals Sold: B2B SaaS, industrial MRO & safety supply, small-business financial services, manufacturing, oil & gas

PROFESSIONAL TRAINING

MEDDIC Masterclass 03/2022 – 03/2022

MEDDIC Ltd.

Challenger Selling – Core & Coaching 09/2020 – 10/2020

Challenger Inc.

LICENSES & CERTIFICATIONS

MEDDIC Certified 03/2022 – Present

MEDDIC Ltd.

Challenger Selling Certification 10/2020 – Present

Challenger Inc.

Salesforce Certified Administrator 05/2021 – Present

Salesforce

HubSpot Sales Software Certification 02/2024 – 02/2026

HubSpot Academy

EXTRACURRICULAR ACTIVITIES

New-Hire Onboarding Mentor 06/2021 – Present

Cardinal Cloud Systems · Dallas, TX

Assigned mentor for incoming mid-market AEs – shadow calls, territory planning, MEDDIC coaching, and a 90-day ramp checklist I helped build. Six new reps mentored to quota.

VOLUNTEERING

Volunteer Coach & Mentor 09/2018 – Present

Junior Achievement of Dallas · Dallas, TX

Lead a few classroom sessions a year on personal finance and career skills for high school students, and help judge the spring student-business pitch competition.

AFFILIATIONS

Member American Association of Inside Sales Professionals (AA-ISP)	2016 – Present
Member Dallas Sales Leadership Network	2019 – Present

POWER STATEMENT

Took an underperforming Southwest territory from **67% to 138% of quota in four quarters**, landing the region's two largest new-logo deals of the year (\$420K and \$310K ACV) and earning a spot in the company's Presidents Club.

ACCOMPLISHMENTS

- Turned a 67%-of-quota territory into 138% in four quarters; Presidents Club in 2021 and 2023.
- Grew an industrial-supply book from \$1.1M to \$3.4M in annual revenue.
- Closed the region's two largest new-logo deals of 2023 (\$420K and \$310K ACV).
- Built the segment's territory-planning playbook; mentored six AEs to quota.