

MIKE KORDELL

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Highlights

- Enterprise Account Executive accountable to annual quotas of up to \$1M
- Steeped in consultative solution selling and certified in various sales methodologies, including MEDDPICC, Sandler, and HubSpot Inbound Sales and Social Media Marketing; studied in Challenger Sales, STRONGMAN, SPIN, and BANT/BMANTR
- Strong aptitude for quickly learning new technologies and integrating them into my process for maximum efficiency and efficacy
- Highly effective at building and maintaining relationships up to and including the C-suite

Technical Skills

Microsoft 365, Salesforce, HubSpot (Sales Hub), Adobe Connect, Zoom, WebEx, GoToMeeting, Google Workspace, LinkedIn, Sales Navigator, Yesware, Gong, Outreach.io, 6sense, RocketReach, Botpress, Airtable, ZoomInfo, Docusign, Bard, and ChatGPT.

Key Accomplishments

- Consistently recognized as a top performer with a track record of quota overachievement
- Adept at educating buyers on complex solutions that best address business needs and tying value propositions to pain points
- Self-starter with a demonstrated success in articulating comprehensive solutions to multi-constituent buyers
- Well versed in outbound prospecting and pipeline generation

Experience

Trailant | Compliance Training/LMSaaS

February 2021 – June 2023

Senior Enterprise Account Executive

- Focused on new business via a mix of outbound prospecting and inbound leads, and strategic account expansion
- Top performing EAE in my cohort, achieving 108% of ramp quota in CY '21 (97% of quota for CY '22)
- Selling into HR, Legal, L&D, People, and Talent Acquisition and targeting roles from Director to C-suite
- Managed entire sales process from lead generation to close
- Mentored new reps and regularly led best practice sessions on tools like Salesforce, Sales Navigator, and Outreach.io

MeetingOne, Adobe Gold Partner | SaaS & LMSaaS

March 2020 – February 2021

Enterprise Account Executive

- Sold web collaboration, eLearning, eMarketing, audio conferencing tools and associated services into all verticals
- Focused on both new logo acquisition and strategic account management/expansion
- Achieved pro-rated quota of \$1M for FY '20
- Managed entire sales process from lead generation -> qualification -> demo/POC -> negotiation -> close
- Worked across channel partner ecosystem to qualify, close, and expand deals

Realty Austin | Real Estate Sales

August 2018 – February 2020

Licensed Realtor

- Achieved a monthly quota of 10 qualified leads via cold calling and outbound email campaigns

- Planned, marketed, and hosted open houses to meet with prospects

Workplace Answers/EVERFI | Compliance Training/LMSaaS

March 2016 – July 2018

Enterprise Account Executive

- Focused on new logos with > than 1,000 employees and expansion of strategic accounts
- Carried an annual quota of \$1M and secured contracts with ACV up to \$750k
- Top performing EAE for 6 of 7 quota-carrying quarters
- Recognized as top performing EAE for CY '17, retiring 166% of quota with highest average ACV across the team
- Developed and grew relationships with roles ranging from Director to C-suite
- Promoted competitive spirit and coachable environment, collaborating to share best practices and mentoring new reps
- Won new business from marquee organizations such as Time Warner, Gannett Publishing, Velcro, and Amazon

Intesolv, Adobe Gold Partner | SaaS & LMSaaS

January 2007 – February 2016

Enterprise Account Executive | July 2013 – February 2016

- Focused on new business and strategic account expansion
- Top performing AE for 5 of 7 quota-carrying quarters; 3x *Deal of the Quarter* winner (as awarded by Adobe)
- Largest quarter in the previous 5 years for an AE in the company, achieving 179% of quota in Q3 '15
- Delivered demos, proofs of concept, and was a subject matter expert on each of the products and services in my stack

Implementation Services Manager | January 2010 – July 2013

- Directly managed a team of 10 Support Technicians, Developers, and Engineers on general technical support, platform implementations, online events, and software development projects, ensuring adherence to plan and scope through collaboration with team members and stakeholders
- Liaised between my own team and the broader Adobe Support team to ensure issue capture and resolution
- Instrumental in building an Event Services offering from the ground up

User Training Coordinator | January 2007 – January 2010

- Responsible for all elements of user training, both remote and onsite
- Managed scheduling & travel, defined platform use cases, modified training deliverables to meet client requirements, and handled billing

Education, Licenses, Certifications

- *AI Fundamentals for Non-Data Scientists* certification (Wharton School @ UPenn, via Coursera) | 2023
- *AI Applications in Marketing and Finance* certification (Wharton School @ UPenn, via Coursera) | 2023
- *AI Applications in People Management* certification (Wharton School @ UPenn, via Coursera) | 2023
- *Generative AI Fundamentals* certification (via Databricks) | 2023
- *Cloud Technologies & Services* certification (Intel, via Coursera) | 2023
- *Outreach.io Prospecting Specialist & Closing Specialist* certifications | 2023
- MEDDPICC Training certification | 2021
- HubSpot *Sales & Social Media* certifications | 2020
- Licensed REALTOR® (Texas) | 2018
- Sandler Training certification | 2016
- California State University, Fresno | BA | Geography; emphasis on Geographic Information Systems | 2006

References

Available upon request