



MSP Sales Executive | 114% Book Growth

XEROX IT SOLUTIONS (formerly Large MSP)

Client Executive

September 2023 - June 2025

- Consulted with clients to identify tailored IT solutions and services based on their business needs.
- Driving 114% revenue growth across my book of business by expanding MRR, SaaS, professional services, and hardware/ software sales.
- Negotiated competitive pricing and simplified quoting, improving win rates by collaborating with distributors and vendor partners.
- Led strategic discussions between internal solution architects and clients to uncover new initiatives and deliver customized solutions.
- Expanded partner engagement by leveraging strategic partner ecosystems, building strong networks through client meetings, certifications, and industry events.
- Delivered ongoing post-sales account management, ensuring 100% alignment of solutions with client expectations and resolving operational/technical roadblocks.

Business Development Associate

July 2022 - September 2023

- Generated qualified opportunities by executing 80+ cold calls daily, targeted email cadences, and outreach via LinkedIn.
- Improved pipeline management for Client Executives by sourcing qualified leads, contributing to team success and secondhand support.
- Drove brand/product awareness and opportunity creation by supporting joint-demand generation campaigns with top IT partners, contributing to a 15% uplift in lead conversion.
- Reduced fraud exposure by 30% by identifying and mitigating fraudulent accounts in collaboration with the credit management team.

EDUCATION

EASTERN ILLINOIS UNIVERSITY - Bachelor Of Arts, Corporate Communications and

German May 2022

SKILLS

Sales & Business Development: Solution Selling | B2B Prospecting | Partner & Account Management | Price Negotiation | Pipeline Development | Forecasting & Quota Attainment

Tools & Platforms: HubSpot CRM | Microsoft 365 | LinkedIn Sales Navigator | ZoomInfo

Industry Expertise: IT Solutions | SaaS | Cloud Services | Managed Services | Hardware & Software Sales