

Harman Braich

Software and Technology Sales Professional with 10+ years of experience

Mississauga, ON Canada

(647) 234-2263

contact@harmanbr.com

www.harmanbr.com

EXPERIENCE

Zipin, Toronto, ON (Remote)

Senior Account Executive

JUNE 2021 - March 2023

Full cycle enterprise sales (land and expand) across USA and Canada. Provide retail/sports venues **Frictionless Retail Technology** solutions based on artificial intelligence using computer vision and machine learning.

- Work in a hyper-growth environment with internal and external channels, manage full sales cycle, and accurately forecast sales while overseeing a pipeline larger than the assigned quota
- Successfully closed the largest net new and expansion deals in company history, contributing to fiscal 2022 results of **121% to target (\$3.63 million)**
- Responsible for project scoping, negotiating and closing of complex large enterprise net new deals with a 2-part fee structure: recurring SaaS fee and a one-time hardware & setup cost
- Post deal account management responsible for customer success and account expansion
- Work with product and project teams for client specific integrations and implementations
- Assist in the creation and implementation of sales playbook and procedures
- Travel across USA and Canada 1) conducting onsite walks at client venues to ensure project viability and 2) relationship building via in-person meetings and Launch Day support
- Build and manage Channel Partnerships to accelerate conversion
- Train and onboard new Account Executives

D3 Security , Vancouver, BC (Remote)

Sales Director, Southeast USA

SEPTEMBER 2019 - JULY 2020

Primary sales territory of Southeast USA, with partnership responsibilities with MSPs and VARs in East Europe selling D3's **SOAR Cyber Security Solution**

- Focusing on large enterprise accounts and partnership opportunities
- New business development from prospecting to close (discovery, demo, contract negotiation, scope of work, coordination with implementation team, kick-off, and post implementation)
- Trained, managed and continuously developed 2 Sales Development Reps
- Leveraged internal resources where applicable within the sales cycle

SKILLS

Strong teamwork, leadership, communication and negotiation skills developed over 10+ years of sales experience.

- Consultative Enterprise Sales
- SaaS Solution Selling
- Account Planning & Development
- Securing and work with multiple sales channels
- Challenger Sales Model
- Spin Selling
- MEDDIC sales process

SYSTEMS

- Salesforce (SFDC)
- Hubspot
- SalesLoft
- Outreach.io
- Meistertask
- Tableau
- Office 365
- Jira
- Confluence
- Adobe Creative Suite

(SDRs, Sales Engineers, Product, Marketing, etc)

- Account management of D3's largest active accounts within territory for customer success and revenue expansion
- Prospecting, securing and nurturing partner relationships in Southeast USA and East Europe (VARs, MSPs, MSSPs, etc)
- Create Go-To-Market plan for D3's Security Orchestration, Automation, and Response tool, within a highly competitive market
- Review, respond and manage RFPs, RFIs, and RFQs
- Worked with marketing on joint programs and customer specific projects for account growth/expansion

ADP Canada, Mississauga, ON
District Manager, Major Account Sales

OCTOBER 2017 - SEPTEMBER 2019

Employed in a consultative sales role, providing mid to large enterprise clients with Human Capital Management solutions using a **SaaS model**

- Identify and cultivate new business opportunities by driving strategic HCM initiatives within organizations containing 50-1000 employees
- Manage full sales cycle from cold outreach to close
- Liaison with other business units signing stage and go-live date (Project Managers, Implementation Team, Developers, Professional Services Team, etc)
- Develop and execute territory business plan in order to define strategies for success
- Take part in ongoing sales development and product trainings (ie. Challenger Sales Model, The ADP Way, Executive Conversations)
- Continuously meet and exceed quarterly quota

1-800-GOT-JUNK?, Toronto, ON
Manager, National Business Development

JULY 2016 - JUNE 2017

Flight Center Travel Group, Toronto, ON
Commercial Business Development Manager

SEPTEMBER 2013 - MAY 2016

Mediaplanet Publishing House, Toronto, ON
Advertising Sales Associate

NOVEMBER 2011 - AUGUST 2013

EDUCATION

Seneca College, Toronto, ON
Business - Marketing Diploma Program

2010