BRIAN WOLFF

CHICAGO, IL • (630) 651-1120 • SaaSyBrian@gmail.com • THEWOLFFDEN.CO • LINKEDIN PROFILE

SALES & CUSTOMER SUCCESS LEADER

15 years experience in B2B Sales & Strategy, Pipeline Progression, Customer Success

3x President's Club/equivalent | Top 20% AE | Founder of The Wolff Den

PROFESSIONAL BACKGROUND

♦ *Glassbox* – *London, UK*   **2023-Now**
PE, 200 employee company providing Digital Experience Analytics

-Enterprise AE: New logo to CX, IT, fraud DMs, $1 billion+ FSI accounts
#1 ranking in activity, self-generated pipeline, S1-PoC progression, closed/won. $1.5 million revenue closed in first 15 months. Overhauled the PoC process for 20% faster adoption..

♦ *2XPAND* – *New York, NY*   **2022-23**
Sub-$5 million startup providing marketing services to B2B companies

-Director, Customer Success: Promoted to create/lead CS org
100% Campaign Health & CSAT scores. Created all Post-Sales processes/materials.

-Sr. Account Director: 3rd exec hired to launch company
Created value prop, outbound GTM, pipeline management process. Designed/launched new outbound program w/ 17% booking increase.. Created/led sales enablement for 5 employees.

♦ *Intellimize (Now Webflow)* – *San Mateo, CA*   **2022**
Series B, 100 employee company providing website optimization SaaS

-Enterprise AE: New logo/expansion to revenue DMs, $100 million+ accounts
Top 20% ranking in activity, self-generated leads, pipeline generation.

♦ *Conversica* – *San Mateo, CA*   **2021**
Series D, 150 employee company providing Conversational AI SaaS

-Enterprise AE: New logo/expansion to revenue DMs, <$1 billion accounts
Top 20% ranking in activity, self-generated leads, pipeline generation, closed won.

♦ *Contentsquare* – *New York, NY*   **2020**
Series C, 600 employee company providing website analytics & digital experience SaaS

-SAE, Enterprise: New logo/expansion to revenue DMs, $1 billion+ accounts
Top 30% ranking in activity, self-generated leads, pipeline generation.

♦ *Demandbase* – *San Francisco, CA*   **2017-20**
Series H, 300 employee company providing Account Based Marketing SaaS

-SAE, MM: New logo/expansion to marketing DMs, <$750 million accounts
Top 10% ranking in activity, self-generated leads, pipeline generation, closed won. President's Club 2018, $1 million seller & Winner of the inaugural MM Elevator Pitch Competition.

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♦ *eMedia (now Ziff Davis)* – *Chicago, IL*   **2015-17**
Private, 80 employee Ziff Davis subsidiary providing lead generation

-Account Executive: New logo/expansion to marketing DMs, <$500 million accounts
Top 30% ranking in activity, pipeline generation, closed won.

♦ *Guerrero Howe* – *Chicago, IL*   **2013-15**
Private, 80 employee publishing label providing custom print/digital content

-Sales Executive: New logo/expansion to technology DMs, $100 million+ accounts
Top 20% ranking in activity, pipeline generation, closed won. Created inaugural long-term booking model increasing overall sales 400%. Promoted to Senior Sales in Month 5.

♦ *CareerBuilder* – *Chicago, IL*   **2011-13**
Private, 1000 employee company providing HR advertising & SaaS

-Sales Representative: New logo/expansion to HR DMs, <$250 million accounts
Top 30% ranking in activity, pipeline generation, closed won. 1st seller CB SaaS product. Vice President's Club 2011 & 2012. Promoted to Senior team Month 4.

EDUCATION & CERTIFICATIONS

Bachelor of Arts, Political Science: DePaul University

MEDDPICC Masterclass – MEDDPICC by Andy Whyte

Product Certifications – Demandbase, Contentsquare, Conversica, Intellimize, Glassbox

TECHNICAL COMPETENCIES

Salesforce • Pardot • Demandbase • 6Sense • Slack • LinkedIn Sales Navigator • MS Office • Salesloft • Outreach • ZoomInfo • Gsuite • Adobe Photoshop • Gong • ChatGPT

SALES METHODOLOGIES

Sandler • Challenger • MEDDICC • BANT • Gap • Value-based Selling • Asher Strategies

RECOMMENDATIONS

See LinkedIn Profile: https://www.linkedin.com/in/wolff-brian/

SUCCESS STORIES

Available at thewolffden.co/stories