

BRIAN WOLFF

REMOTE, USA • (630) 651-1120 • SaaSBrian@gmail.com • THEWOLFFDEN.CO • [LINKEDIN PROFILE](#)

COMMERCIAL STRATEGY & GROWTH LEADER

15 years experience in B2B Sales & Strategy, Commercial Growth Strategy, Customer Success

3x President's Club/equivalent | Top 10% AE | Founder of [The Wolff Den](#)

◆ **Glassbox** *PE, 200 employee company providing Digital Experience Analytics* **2023-**

-Director, Strategic Growth BFSI: Promoted to coordinate commercial acceleration
\$4 million+ revenue closed won. \$14+ million pipeline generated by uniting Comm Org, Product, Marketing and Partners to rebuild/execute improved GTM. Rebuilt entire commercial org PoC motion increasing win rate and ARR 4x. Define BFSI commercial narrative & executive GTM content.

-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 from \$0 pipeline. Broke company record for largest net new logo sale.

◆ **2XPAND** *6 employee startup providing lead generation* **2022-23**

-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.

◆ **Conversica** *Series D, 150 employee company providing Conversational AI SaaS* **2021-22**

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

◆ **Contentsquare** *Series C, 600 employee company providing digital analytics SaaS* **2020**

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

◆ **Demandbase** *Series H, 300 employee company for Account Based Marketing SaaS* **2017-20**

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

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◆ **eMedia (Ziff Davis)** *Private, 80 employee company providing lead generation* **2015-17**

-Account Executive: New logo/expansion to marketing DMs, <\$500 million accounts
Minimum top 20% peer ranking in activity, pipeline generation, closed won.

◆ **Guerrero Howe** *Private, 80 employee publishing label for custom print/digital content* **2013-15**

-Sales Executive: New logo/expansion to technology DMs, \$100 million+ accounts
Minimum top 20% peer 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** *Private, 1K employee company providing HR advertising & SaaS* **2011-13**

-Sales Representative: New logo/expansion to HR DMs, <\$250 million accounts
Minimum top 20% peer ranking in activity, pipeline generation, closed won. 1st seller CB SaaS product. Vice President's Club honors. Promoted to Senior team Month 4.

EDUCATION & CERTIFICATIONS

Bachelor of Arts, Political Science: DePaul University

MEDDPICC Masterclass – MEDDPICC by Andy Whyte

TECHNICAL COMPETENCIES

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

SALES METHODOLOGIES

Sandler • Challenger • MEDDPICC • BANT • Gap • Value-based Selling • Asher Strategies • HAVOC

RECOMMENDATIONS

See LinkedIn Profile: <https://www.linkedin.com/in/woff-brian/>

SUCCESS STORIES

Available at thewolffden.co/stories