



HELLO

I'm **Michael Kaelin**

Senior Account Executive

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15+ years experienced & result-driven Sales / Business Development professional with the ability to conduct sales, manage key client relationships, and drive revenue objectives within goal-oriented, highly accountable environments. Possesses in-depth experience of working with large companies and Enterprise brands to achieve contracted goals, objectives, and KPI's.

Adept at forging lasting client relationships. Coolly, calmly, & collectively handles complex negotiations and coordinates effectively to ensure the organizations' profitability. Provides direction, leadership and motivation to ensure that production teams perform efficiently, effectively, and deliver consistently.

Key Skills

- Tenured Sales & Business Development Experience • Proven Leader Amongst Peers • Mentor •
- Consultative, yet Assertive Sales Style • Strategic Partnerships • Relationship Seller •
- Solution Selling • Strong Negotiator • Excellent Communicator • Engaging Presenter •
- Team Player/Builder • Highly Emotionally Intelligent • Persuasive • Analytical • Technical •
- Personable • Entrepreneurial Spirited • Independent • Nimble • Ethical • High Personal Integrity •
- "Hungry" • Successful • GSD •

Michael Kaelin

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SUMMARY

- 14+ years of experience in Business-to-Business direct sales roles. I've spent the last 7+ years, of which, selling Software as a Service (SaaS) platforms to CMO's, CDO's, CSO's, and Senior Leadership of some of the world's largest Enterprise Brands to help them achieve their objectives, and KPI's
- I've consistently been a Top Performer and leader amongst my peers because of my acumen, consistency, work ethic, and deep experience growing Strategic Business Relationships
- Highly motivated, personable, trustworthy, and accomplished Senior Salesman

OTE speaking, I've continued to best my previous year for the past 5 years. On the heels of, I seek to continue the momentum and success I've built in recent years as a Enterprise Account Executive or equivalent.

PROFESSIONAL EXPERIENCE

Emplifi, Inc

Columbus, OH - Remote

Senior Account Executive, Southwest Region

Nov 2023 – Present

Emplifi helps Brands connect with customers through every touch point; empowering exceptional digital customer experiences that increase revenue, build loyalty, and deliver actionable insights via a unified and comprehensive cloud-based platform.

- Full cycle Seller of a SaaS platform of integrated tools to VPs/Directors/Managers within Marketing, eCommerce, & Care teams of \$100m - \$5b revenue sized companies in the Southwestern U.S.
- We solve for software/tool challenges companies experience that hinder their Social Media strategy & execution, employee efficiency & effectiveness with tech tools, acquisition of Authentic Content, and controlling Customer Care costs
- I manage a \$1.9+ million book of business, while hunting/acquiring New Business logos, and serve as the Quarterback of a GTM Pod that includes members from our Customer Success, Sales Engineering, Business Development, and Marketing teams
- Quota: \$1,025,000 ARR; New, Cross-sell, & Upsell
- Attainment: Q4 '23 – 100% Q1 '24 – 32.9% Q2 '24 – 41.5%
 - (Q1/Q2 Perspective: Only 1/20 Reps across North America reached goal both quarters)

Career Break / Summer Vacation with Family

April 2023 – Nov 2023

- Seized the opportunity to take a career break to rebalance my physical health and family relationships before joining a new company. It was incredible!
- Physically I lost nearly 35lbs by incorporating daily fitness & dietary changes. Summer vacation to Legoland & Oceanside Beach in California, we beat some of the summer heat in Flagstaff, AZ and created many memories in between as a little family. I wouldn't trade this time (or memories) for the world.

(cont'd)

Tubular Labs (RIF, Not Performance Related)
Senior Sales Director, Large Enterprise Brands

Mountain View, CA - Remote
April 2022 – March 2023

Tubular Labs helps Brands, Media, & Agencies to fill a major video gap in their Social Intelligence toolkits; providing insights & analytics across the major walled gardens to inform and drive social video strategy for Marketing, Content, Influencer, Analytics, & Data Science teams.

- Full cycle Seller of a SaaS platform to C-Level/VPs/Directors within Marketing, Analytics, and Data Science teams to Large Enterprise companies across the U.S.
- Our platform solved for software / toolset challenges companies experience that hindered collection of Social Video metrics, identification of trends, content ratings, audience demographics, and more
- Similar to Emplifi, I managed a \$1.9+ million book of business, while hunting/acquiring New Business logos, and served as the Quarterback of a GTM Pod that includes members from our Customer Success, Sales Engineering, Business Development, and Marketing teams
- Consistently developed a deal pipeline of 2x to 3x annual quota by executing innovative lead generation techniques and strategies
- Quota: \$1,980,000 ARR; New, Cross-sell, & Upsell
- Avg Account: \$240k ARR, Avg New Biz Ticket: \$75k ARR
- Attainment: Q2 '22 – 100% Q3 '22 – 69.2% Q4 '22 – 190% Q1 '23 – 103%

LiveRamp (RIF, Not Performance Related)
Sales Director, Strategic Enterprise Data Partnerships
Senior Account Executive, Technology Platforms

San Francisco, CA- Remote
Dec 2021 – April 2022
April 2021 – Dec 2021

LiveRamp is the data collaboration platform for the world's most innovative companies. A leader in consumer privacy, data ethics, and foundational identity, LiveRamp sets the new standard for building a connected customer view with unmatched clarity and context while protecting brand and consumer trust.

- Fostered and facilitated relationships with Principals/SVPs/Directors of Marketing, Analytics, and Data Science teams from (15) of our Global Strategic Data Partners across the U.S.
- Our platform helped them to maximize/optimize Revenue Generation and improve their core Product Offerings powered by LiveRamp's white-labeled technologies
- Managed a \$6+ million book of business of ARR & variable revenue
- Attainment: Q2 '21 – 100% Q3 '21 – 100% Q4 '21 – 38% Q1 '22 – 108%

Claritas
Sr Account Director, New Business Development
Account Director, Enterprise Brands
Account Manager, Business Development

Cincinnati, OH - Remote
Sept 2020 – April 2021
Nov 2017 – Sept 2020
April 2017 – Nov 2017

Formerly NielsenClaritas, Claritas is a data-driven marketing company that helps companies KNOW MORE about their best prospects & customers, the best ways to reach them, and how to improve their marketing campaigns while they are in-market.

- Full cycle Seller of a SaaS platform, Data-as-a-Service, and Custom Analytics studies to Brand C-Level/SVP/VP/Directors of Marketing, Analytics, & Data Science teams to Large Enterprise companies across the U.S.
- Our product portfolio helped Brands solve intelligence challenges Brands faced for identifying their best (most profitable) customer personas, geographic concentrations, visibility into their lifestyles, etc so they could better cater to them and helped them to find more look-a-likes across marketing channels for customer growth
- Avg Account: Ranged \$30k - \$1.3mm, Avg New Biz Ticket: \$40k ARR
- Attainment:
 - 2017 - Quota \$361k - 52% 2018 – Quota \$695k – 268%
 - 2019 – Quota \$3mm – 67.4% 2020 – Quota \$2.02mm – 113% 2021 – n/a

Sunbelt Insurance Holdings
Producer

Scottsdale, AZ
Nov 2016 – April 2017

Worker's Compensation insurance brokerage serving high risk industries with their mandated coverage needs.

- Full cycle Seller to business owners & general management of SMBs across the US; solving their challenges of maintaining cost effective Worker's Compensation insurance policies for their business

Gannett / Republic Media

Phoenix, AZ

Sr Account Executive, Performance Marketing

Feb 2016 – Nov 2016

Account Executive, Direct Mail Marketing

Apr 2014 – Feb 2016

Sr Account Manager, Inside Sales & New Business Development

June 2011 – April 2014

Account Manager, Strategic Accounts

May 2010 – June 2011

One-stop-shop media company that provides local businesses advertising opportunities in the greater Phoenix, AZ Metro area by way of traditional Newspaper, Shared Mail, Direct Mail, & Display channels.

- Sold Print & Digital advertising solutions to Marketing teams and Business Owners of SMB and Medium sized companies in the state of Arizona
- Solved for advertising challenges with ROI positive solutions matched to company Branding, Direct Response, and other general marketing campaign initiatives
- I managed a \$6.3+ million book of business and added New Business logos, when possible
- Quota: \$6.1+ million
- Attainment:
 - Q1 '14 – *n/a* Q2 '14 – 157% Q3 '14 – 115% Q4 '14 – 78%
 - Q1 '15 – 131% Q2 '15 – 157% Q3 '15 – 100% Q4 '15 – 118%
 - Q1 '16 – 94% Q2 '16 – 60% Q3 '16 – 83% Q4 '16 – 123%
- Awards: President's Club Award Winner 2013 and 2015 (*and almost 2016*)

EDUCATION

Western Kentucky University, Bowling Green, KY

Bachelor of Science — Corporate and Organizational Communication

Minors — Marketing, Business Administration, and Leadership

SKILLS & OTHER

Techniques: Sandler Sales, Challenger Sale, Miller-Heiman

Tools: Salesforce.com, Clari, Microsoft Office, Google G-suite, LinkedIn Navigator, Outreach, SalesLoft, Groove, Chorus.ai, ZoomInfo, Prospect.io, Hubspot

Other: Proven Leader Amongst Peers, Excellent Communication Skills, Solution Seller, Relationship Builder, Trust Builder, Strong Negotiator, Engaging Presenter, Highly Emotional Intelligence, Analytical, Smart, Problem Solver, Personable, Entrepreneurial Spirit, Nimble, Coachable, Curious, Positive, Ethical, High Integrity, Genuine, Always Do Right By the Customer, Hungry, GSD