



SaaS Sales Manager

Michael Carter

Professional summary

Experienced SaaS Sales Manager with 10+ years in leading sales teams and driving revenue growth in fast-paced SaaS environments. Skilled in team development, performance management, and implementing data-driven sales strategies. Proven track record of exceeding targets while cultivating a collaborative and high-performing sales culture.

Experience

SaaS Sales Manager

July 2018 - Now

CloudPros, Austin, TX /

- Lead a team of 10 account executives, achieving 125% of annual sales targets in 2022, generating \$8M in recurring revenue.
- Implement new sales training programs that improved team close rates by 15%.
- Spearhead the adoption of a predictive analytics tool, optimizing lead prioritization and pipeline efficiency.
- Coordinate with customer success teams to reduce churn by 18% through proactive engagement strategies.

Senior SaaS Account Executive

June 2015 - June 2018

BrightMetrics Software, Dallas, TX /


- Managed top-tier client accounts worth \$2M annually and achieved 130% of sales quotas for three consecutive years.
- Played a key role in onboarding new clients and ensuring a smooth transition to cloud-based platforms.
- Partnered with the product team to provide client feedback, influencing three key feature enhancements.
- Created targeted sales strategies that expanded the client base in the healthcare and financial sectors.


Leadership Development

Certified in Dale Carnegie Leadership Training

2021

- Facilitated bi-annual workshops on sales strategies and team collaboration for SaaS professionals.

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Links

LinkedIn: /in/michaelcarter





















Education

Bachelor of Science in Marketing

University of Texas at Austin

Graduated: May 2015

Skills

SaaS Sales Leadership	    
Team Development & Training	    
Data-Driven Sales Strategies	    
Pipeline Management	    
Customer Success Collaboration	