

EMILY ROBERSON McCOY

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Creative, analytical and over-achieving international business development professional with 10+ years of technology sales experience seeks to help an amazing team grow revenue. Passions include sustainability (clean tech/circular economy), distance running and making people smile.

Relevant affiliations include CleanTX, Rockstart Smart Energy Program mentor, and 3 Day Startup Cleantech at Capital Factory

SUMMARY OF HIGHLIGHTS:

- Exceeding sales quotas including 140% annual target achievement with \$1.4 million USD in signed contract value
- Accruing complex contracting experience across industrial, local, state, federal and international agreements for green building solutions
- Advising executives and sales leadership teams on market development and business expansion opportunities

Solutions Advisor - Sales Strategy Development at IRECKONU BV in *Amsterdam, The Netherlands* **2017 - 2018**
IRECKONU is a startup that provides building systems integration and software development services for hotels with global operations.

- Consulted with executive leadership to determine product market potential and build sales strategy for recurring revenue model
- Developed KPIs, repeatable processes and best practices for pre-sales, needs analysis and contracting phases of client lifecycle
- Collaborated with client stakeholders, project and finance teams to author international contracts for IaaS, PaaS and SaaS solutions
- Contributed client discovery process, IoT dashboard demo, and case study outlines for measuring energy cost savings potential

Strategic Sales & Account Growth at Sales Engine Media and SalesStaff LLC in *Austin, Texas, USA* **2013 - 2017**
Sales Engine Media provided marketing automation software, content production, digital marketing, and outbound call services.
SalesStaff LLC provided lead generation technology and business development outreach services including cold/warm call capabilities.

Business Development Director at SalesStaff LLC (2015-2017)

- Achieved 140% of 2016 quota (\$1.4 million USD) acting as trusted advisor to C-Level executives, sales and marketing leaders
- Obtained Chairman's Club awards with monthly sales ranging from \$145,000 to \$309,350 including highest net new ACV
- Consistently exceeded goals of 40 proposals and 10 Statements of Work issued monthly (\$1 million+ in monthly pipeline)
- Collaborated with CEO, VP of Demand Generation, and VP of IT to develop SaaS product via client needs analysis and feedback
- Sold database development and business intelligence solutions with targeted outbound call program service component

Enterprise Account Executive (2015) **Client Success Strategist** (2014) **Account Manager** (2013) at Sales Engine Media

- Managed \$3 million USD in contract value across marketing automation SaaS renewals, up-sells and new client acquisition
- Led Client Success Manager team in analyzing client risk and account expansion potential across 60 SaaS accounts
- Coached Sales/Business Development Representatives (SDRs/BDRs) on achieving meeting targets via outbound prospecting
- Provided online demos for marketing automation software and managed complex sales cycles involving database services

Associate - Sales, Marketing and Operations at EnLink Geoenery *remote office in Austin, Texas, USA* **2011 - 2013**
EnLink Geoenery installed closed-loop geothermal heating and cooling systems in industrial, commercial and government buildings.

- Collaborated with Sales Director to double annual Geothermal Heat Pump System (HVAC) installation sales to \$4 million USD
- Managed project bid process with General Contractors, Design/Build and technology partners including public/private stakeholders
- Developed national market opportunity lists comprised of 80+ commercial, industrial, and local, state and federal projects per month
- Tracked incentive programs for energy efficiency incentives using Database of State Incentives for Renewables & Efficiency
- Attended and presented research at the International Ground Source Heat Pump Association (IGSHPA) Conference & Expo

Sales & Relationship Manager at Kaplan (K) and Hudson Valley Magazine (HVM) in *Poughkeepsie, New York, USA* **2010**
• (K) Managed sales for online test preparation courses and teams of marketing representatives in lead generation
• (HVM) Managed sales and implementation for online advertising packages including content management software

INTERNSHIPS

Advertising & Events Intern at The University of Alabama in *Tuscaloosa, Alabama, USA* **2007 - 2009**
Marketing Intern at WHNT CBS News in *Huntsville, Alabama, USA* **2008**
SEA Program Aide at PEO Aviation, U.S. Army Executive Office in *Huntsville, Alabama, USA* **2004**

Bachelor of Arts (B.A.), The University of Alabama in Tuscaloosa - College of Communications & Information Sciences
Major: **Advertising & Public Relations** | Minor: **Digital Media**
Multiple Scholarships, President's List | Summa Cum Laude Honors | 4.0 GPA