

TYLER BRENNAN

Account Executive, B2B Sales

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PROFESSIONAL SUMMARY

Account executive selling into Canadian mid-market operations teams. Closed \$2.8M in new ARR over three years at 112% average quota attainment.

CAREER HIGHLIGHTS

- President's Club 2024 - 138% of a \$1.1M quota.
- Grew average deal size from \$18K to \$31K in 18 months.
- Built a partner channel contributing 22% of pipeline.

CORE SKILLS

- Consultative selling
- Pipeline management
- Salesforce and Outreach
- Discovery and demo
- Contract negotiation
- Territory planning
- Cold outreach
- Forecast accuracy

PROFESSIONAL EXPERIENCE

Account Executive

2022 - Present

Ironwood Systems, Toronto, ON

- Closed \$1.5M in new ARR in FY2024 against a \$1.1M quota.
- Ran 340 discovery calls a year with a 27% opportunity conversion rate.
- Reduced average sales cycle from 96 days to 68.

Sales Development Representative

2020 - 2022

Ironwood Systems, Toronto, ON

- Booked 412 qualified meetings, the highest on a team of 9.
- Built the outbound sequence library still used by the SDR team.

EDUCATION

Bachelor of Business Administration

2020

Wilfrid Laurier University, Waterloo, ON