

Square

Head of US Sales, Services

July 2023 - Present

- Manage the Inside (SMB) and Outside (Mid-market) Sales teams that sell into the Service(s) industry (e.g. Beauty & Personal Care, Healthcare & Fitness, Leisure & Entertainment)
- Partner with the Square Appointments Product and Marketing team to create a GTM Sales plan to achieve company objectives and business goals
- Create and maintain sales operational processes to enable team to increase win rates, accelerate deal velocity and exceed sales targets (e.g. #1 Org with Q4 '23 attainment of 103%; #1 Org with Q3 '23 attainment of 111%)
- Develop hiring, sales ramp, sales forecasting and manager coaching frameworks, and playbooks for the org.

Director of Outside Sales

Aug. 2022 - June 2023

- Averaged 128% attainment between Q3 and Q4 2022
- Lead and develop managers, and oversee an organization of 16 Outside Sales Account Executives
- Create sales strategy, vision and framework to create scalable, repeatable and predictable success
- Drive sales OKRs and KPIs to increase the team's activities, pipelines, conversion rates and closes
- Co-create go-to-market strategy with the Square for Retail POS Product team

Outside Sales Manager (2021 President's Club Winner)

Oct. 2020 - July 2022

- Consistently ranked Top 3 Outside Sales Teams in attainment (avg. attainment of 155%+ in 2022)
- Managed a team of Senior AEs who go outbound and close business within the \$1M-\$50M revenue range
- Created and drove multiple top-of-funnel sales initiatives to increase AE pipelines and enhance sales KPIs
- Provided seller feedback to PMs and PMMs to help influence and shape company's product roadmap

SMB Sales Manager (2020 President's Club Winner)

Oct. 2018 - Sept. 2020

- Q2 2020: #1 SMB Team nationally (264%), Q3 2019: #2 SMB Team nationally (128%), Q2 2019: #1 SMB Team nationally, Q4 2018: #2 SMB Team nationally
- Managed and developed a team of 10 SMB AEs, closing businesses \$250K-\$5M in annual revenue
- Drove revenue goals by conducting sales forecasting, accelerated coaching plans, role-plays and competitions

Sales Productivity Manager

Jan. 2018 - Sept. 2018

- Developed and delivered the Challenge and SPIN sales methodology programs for SMB and Mid-Market AEs
- Built out outbound processes, certifications and tools to increase pipeline and close rates
- Devised outbound sales playbook, outlining KPI expectations, talk tracks and sales processes

Sales Onboarding Manager

Jan. 2017 - Sept. 2018

- Designed and managed a 3-week Sales Onboarding Program to increase new hire sales performance and decrease ramp time for 135 reps; earned a 98% CSAT score
- Identified and solved for AE skill gaps – 75% of reps exceeded 100% of ramp quota (avg. attainment of 99.91%)
- Led role-plays with AEs to strengthen their discovery and objection-handling skills

Account Executive

Jan. 2016 - Dec. 2016

- Ranked #1 AE 2 in quota attainment; #6 AE across Square Sales Org.; #1 AE in Square Capital deals closed
- Exceeded Q4 quota by 148%, Q3 quota by 129%, Q1 quota by 111%
- Closed \$50,608,500 in annual GPV for the year with a 49.07% close rate
- Led outbound efforts by sourcing, qualifying and closing upmarket deals -- 33% of deals were outbound
- Onboarded and managed the relationship with Square merchants for first 91 days, and upsold SaaS

Grubhub (LevelUp) | Account Executive

Jan. 2015 - Dec. 2015

- Ranked #1 sales performer -- exceeded quota by 214% (closed over 115 accounts and 413 campaigns)
- Managed full sales cycle and pipeline by prospecting and qualifying leads to secure new business
- Designed a 2-week sales training program, and created an incentive program for BDRs
- Worked with CSO to onboard and manage 12 sales co-ops
- Selected by CEO to meet with enterprise accounts and increase LevelUp's presence in Chicago

Education:

Boston University -- B.A. in Psychology | B.S. in Communication; Concentration: Advertising

Cum Laude

Skills:

- **Technical:** Adobe Suite, Google AdWords, Salesforce CRM, Yesware, Salesloft, Looker, Gong
- **Professional:** Public Speaking, Communication Writing, Self-Motivated, Strong Work-Ethic, Speaking Fluency in Chinese (Cantonese)