

Cruz Pierce

☎ (801) 555-6198 ✉ cruz.pierce@example.com 🔗 linkedin.com/example/cruzpierce 📍 Salt Lake City, UT 84102

SUMMARY

Enterprise account executive with seven years selling complex technical and software solutions across security, infrastructure, and developer focused environments. Builds qualified pipeline through disciplined account development, then guides opportunities from discovery and MEDDPICC qualification through **technical validation**, security review, procurement, negotiation, and close. Translates software supply chain risk, operational friction, and technical priorities into measurable business value for **security leaders**, engineering teams, and executive buyers. Partners closely with **Sales Engineering, Customer Engineering**, Marketing, Customer Success, and sales leadership during evaluations, deployments, and expansion motions. Maintains clear CRM records, forecast narratives, stakeholder maps, and next steps across long buying cycles. Ready to contribute thoughtful deal leadership, reliable communication, and practical customer focus within a growing enterprise sales organization.

EXPERIENCE

Enterprise Account Executive, Software Security

April 2023 - Present

SummitSecure Software

Salt Lake City, UT

Owns enterprise software security opportunities across a Rockies territory, guiding prospecting, discovery, technical evaluation, commercial review, and close while coordinating Sales Engineering, Customer Engineering, Customer Success, and executive stakeholders.

- Built enterprise pipeline through targeted **prospecting** across **software security** and developer accounts.
- Applied **MEDDPICC** to clarify pain, decision criteria, economic buyers, champions, competition, and next actions.
- Led **discovery** with application security and platform engineering leaders around software supply chain risk.
- Coordinated technical evaluations with Sales Engineering using agreed success criteria and executive alignment.
- Guided **procurement**, security review, legal review, and negotiation through evidence based forecasts.
- Converted successful deployments into expansion opportunities through focused **Customer Success** partnership.

Senior Account Executive, Cloud Security

January 2021 - March 2023

Granite Cloud Systems

Denver, CO

Managed complex enterprise sales for **cloud infrastructure** and security software, shaping account strategy, **technical validation**, commercial proposals, forecasts, and executive engagement across technology organizations.

- Created enterprise pipeline through account research, outbound sequences, partner referrals, and executive introductions.
- Separated technical interest from funded priorities through structured **discovery** and **qualification**.
- Partnered with **technical sales** specialists on architecture discussions, evaluations, and executive readouts.
- Recorded procurement paths, stakeholder commitments, commercial risks, and next actions in CRM **forecasts**.
- Negotiated subscription scope and commercial terms while protecting future expansion potential.
- Built trusted relationships with technology leaders through calm follow through during complex evaluations.

Account Executive, Developer Tools

August 2019 - December 2020

Wasatch Developer Tools

Provo, UT

Developed commercial and enterprise business for developer tooling used in cloud native environments, connecting engineering needs with buying teams, evaluation plans, pipeline evidence, and post adoption value.

- Opened commercial and enterprise conversations around **developer tooling** for cloud native teams.
- Conducted **discovery** with engineering leaders about workflow friction, security concerns, and evaluation requirements.
- Mapped technical evaluators, budget owners, procurement contacts, and internal champions for each opportunity.
- Organized product evaluations around agreed use cases, success measures, and stakeholder checkpoints.
- Maintained CRM pipeline and forecasts with evidence supporting stage progression and **close** timing.
- Expanded relationships through responsive follow through and value focused post adoption conversations.

PROJECTS

Enterprise Software Security Expansion 📅 2025

Built a repeatable expansion motion connecting successful software security deployments with new stakeholder discovery, customer value discussions, and qualified enterprise opportunities.

Cloud Security Evaluation Program 📅 2022

Structured technical evaluation planning with sales specialists, aligning architecture conversations, executive readouts, commercial scope, and customer success measures.

Developer Tooling Account Development 📅 2020

Created account development workflows for developer teams, linking engineering pain, stakeholder maps, product evaluations, and evidence based pipeline progression.

LEADERSHIP & AWARDS

- Recognized for disciplined MEDDPICC opportunity management and clear forecast narratives across complex enterprise sales cycles.
- Selected as a trusted partner for technical evaluations involving security leaders, engineering stakeholders, and executive buyers.
- Earned repeat collaboration from Sales Engineering and Customer Success through thoughtful deal preparation and follow through.

EDUCATION

Bachelor's Degree in Marketing

Utah State University GPA: 3.5

Coursework: B2B marketing, sales management, buyer behavior, business communication

2019

Logan, UT

CERTIFICATIONS

- MEDDPICC Masterclass Certificate 📅 2025
- Cloud Security Fundamentals Certificate 📅 2024

TECHNICAL SKILLS

- **Enterprise Sales Methods:** MEDDPICC, discovery, qualification
- **Pipeline Management:** account development, prospecting, pipeline creation
- **Forecasting Systems:** CRM forecasting, forecast narratives, stage management
- **Security Solutions:** software security, cloud security, open source software
- **Technical Evaluation:** technical validation, success criteria, architecture discussions
- **Buying Process Management:** procurement, security reviews, legal review
- **Commercial Negotiation:** subscription scope, commercial terms, negotiation
- **Stakeholder Engagement:** security leaders, engineering teams, executive buyers
- **Sales Partnership:** Sales Engineering, Customer Engineering, Customer Success
- **Developer Platforms:** developer tooling, cloud native environments, software supply chain risk
- **Communication Practices:** executive communication, relationship building, value messaging

SKILLS

- | | | | |
|---------------------|------------------------|--------------------|-------------------------|
| • Enterprise Sales | • Open Source | • Deal Strategy | • Negotiation |
| • MEDDPICC | • Pipeline Development | • Forecasting | • Executive Selling |
| • Technical Sales | • Discovery | • Security Reviews | • Relationship Building |
| • Software Security | • Qualification | • Procurement | |

PROFESSIONAL AFFILIATIONS

- Enterprise sales communities focused on technical software, security solutions, and disciplined opportunity management.
- Professional networks connecting security leaders, engineering stakeholders, Sales Engineering, and Customer Success practitioners.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST