

Cruz Pierce

Enterprise Account Executive, Open Source Security

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📍 Salt Lake City, UT 84102

STRENGTHS

- 🔍 **Enterprise Discovery**
Turned technical concerns into clear business priorities, and one quiet question often surfaced a stronger buying reason.
- 🔗 **Deal Strategy**
Used MEDDPICC to expose gaps early, giving stakeholders a shared path through complex enterprise decisions.
- ⚙️ **Technical Value**
Connected software risk with operational and financial impact, helping technical and executive buyers see practical value.
- ♥️ **Forecast Discipline**
Kept opportunity records grounded in evidence, so sales leaders gained confidence in timing, risk, and next steps.
- 👥 **Partner Selling**
Worked closely with Sales Engineering and Customer Success; careful preparation made difficult evaluations feel more manageable.

SKILLS

Enterprise Sales MEDDPICC

Technical Sales Software Security

Open Source

Pipeline Development Discovery

Qualification Deal Strategy

Forecasting Security Reviews

Procurement Negotiation

Executive Selling

Relationship Building

LANGUAGES

English

Native

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

SummitSecure Software 📅 April 2023 - Present 📍 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

Granite Cloud Systems 📅 January 2021 - March 2023 📍 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

Wasatch Developer Tools 📅 August 2019 - December 2020 📍 Provo, UT

MY CAREER



- Enterprise Account Executive, Software Security at SummitSecure Software (3.4 Years)
- Senior Account Executive, Cloud Security at Granite Cloud Systems (2.2 Years)
- Account Executive, Developer Tools at Wasatch Developer Tools (1.3 Years)

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 📅 2019 📍 Logan, UT

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

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

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.

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST