

Jordan Lucas

Business Account Executive, Commercial Customer Acquisition

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SUMMARY

Commercial sales professional with six years of experience developing **new business**, managing territory pipelines, and serving **mid market**, enterprise, and **multi location** customers. Progressed from business sales representative to account executive through direct prospecting, partner sourced opportunities, consultative discovery, account planning, proposal development, and disciplined follow through. Current work connects customer operating needs with practical business service solutions, clear next steps, and dependable handoffs. Builds trust by listening carefully, communicating solution value plainly, and adapting outreach as customer requirements or territory conditions change. Maintains accurate CRM records and prioritizes opportunities across varied buying groups. Ready to help Suncoast Business Networks expand commercial reach, win new customers, and build lasting relationships across direct and **partner channels**.

EXPERIENCE

Business Account Executive, Commercial Sales

Rivergate Connectivity 📅 January 2024 - Present 📍 Jacksonville, FL

Owns commercial **customer acquisition** across Jacksonville territory, managing direct and partner sourced opportunities for mid market and multi location accounts. Leads discovery, **account planning**, proposal development, CRM updates, stakeholder coordination, and handoff activities that support new revenue and dependable customer relationships.

- Expanded territory **prospecting** through direct outreach and partner referrals, creating qualified **commercial opportunities**.
- Mapped buying groups across **multi location** accounts, clarifying needs before presenting solution options.
- Used consultative discovery to connect operating requirements with practical business service recommendations.
- Maintained **CRM** opportunity records, interaction notes, and next steps for consistent territory execution.
- Resolved customer questions through focused follow through, helping stakeholders move confidently toward agreement.
- Adapted account plans as customer requirements shifted, keeping conversations relevant and goal focused.

Commercial Sales Specialist, Business Development

Atlantic Commerce Solutions 📅 July 2022 - December 2023 📍 St. Augustine, FL

Developed small and midsize commercial accounts through outbound prospecting, referral relationships, customer discovery, and proposal support. Managed opportunity details from initial conversation through review, coordinating internal resources and preserving clear records for steady pipeline movement.

- Built prospect lists for small and midsize organizations, opening conversations with relevant business needs.
- Qualified opportunities through active **listening**, improving fit between customer priorities and proposed solutions.
- Coordinated partner channel introductions, giving prospects additional context and smoother access to resources.
- Prepared concise **proposals** that translated service value into clear business outcomes and next steps.
- Tracked **customer interactions** in CRM, supporting dependable follow through across active opportunities.
- Adjusted outreach based on territory feedback, keeping activity aligned with changing market conditions.

Business Sales Representative, Commercial Acquisition

Coastal Market Services 📅 September 2020 - June 2022 📍 Gainesville, FL

Built foundational **commercial sales** experience by prospecting local businesses, supporting **customer acquisition**, and maintaining organized opportunity records. Worked with varied customer profiles, developed listening skills, and learned to move conversations from initial interest toward qualified next steps and lasting relationships.

- Prospected local businesses through direct outreach, generating early conversations with commercial decision makers.
- Recorded **customer needs** and follow up commitments, creating reliable continuity across sales conversations.
- Used structured questions during discovery, helping prospects explain operational priorities in practical terms.
- Supported proposal preparation, connecting customer requirements with clear service options and benefits.
- Followed territory activity consistently, building habits that supported dependable pipeline coverage.
- Resolved routine questions with timely **communication**, earning trust from customers and internal partners.

PROJECTS

Multi Location Territory Expansion 📅 September 2026

Built a focused account development plan for multi location prospects, combining direct outreach, partner referrals, discovery questions, and CRM follow through to support broader commercial reach.

Partner Sourced Opportunity Program 📅 December 2023

Organized partner referral activity into clear qualification and follow up stages, helping sales conversations move from introduction through proposal review with stronger continuity.

LEADERSHIP & AWARDS

- Top Commercial Growth Contributor, Rivergate Connectivity, 2025
- Customer Relationship Recognition, Atlantic Commerce Solutions, 2023
- Peer Leadership Recognition, Coastal Market Services, 2022

EDUCATION

Bachelor of Science in Marketing

University of North Florida 🎓 GPA: 3.5 📅 2020 📍 Jacksonville, FL

Coursework: Sales strategy, consumer behavior, market research, relationship marketing

CERTIFICATIONS

- HubSpot Inbound Sales Certification 📅 2024
- Salesforce Associate Certification 📅 2023

TECHNICAL SKILLS

- **Customer Relationship Management:** Salesforce, HubSpot CRM, Microsoft Dynamics
- **Sales Pipeline Management:** Opportunity stages, Lead scoring, Forecast reviews
- **Sales Prospecting Tools:** LinkedIn Sales Navigator, ZoomInfo, Apollo
- **Communication Tools:** Microsoft Outlook, Microsoft Teams, Zoom
- **Proposal Development:** Microsoft Word, Microsoft PowerPoint, Adobe Acrobat
- **Account Planning:** Territory mapping, Stakeholder mapping, Buying group analysis
- **Sales Methodologies:** Consultative selling, Solution selling, Discovery questioning
- **Channel Sales:** Partner referrals, Direct sales, Channel coordination
- **Customer Research:** Market research, Account research, Needs analysis
- **Reporting Tools:** Microsoft Excel, CRM dashboards, Activity reports
- **Commercial Segmentation:** Mid market accounts, Enterprise accounts, Multi location accounts

SKILLS

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|------------------------|---------------------------|-----------------------|---------------------------|
| • Territory sales | • Multi location accounts | • Prospecting | • Proposals |
| • Customer acquisition | • Direct sales | • Account planning | • Relationship management |
| • Mid market accounts | • Partner channels | • CRM | • Customer listening |
| • Enterprise accounts | • Consultative discovery | • Pipeline management | |

PROFESSIONAL AFFILIATIONS

- Jacksonville Chamber of Commerce, Business Networking Participant
- Florida Sales Professionals Association, Commercial Sales Member
- University of North Florida Alumni Association, Jacksonville Member

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST