

Dae Cain

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SUMMARY

Consultative B2B technology sales professional with more than eight years of experience developing **new business**, managing full-cycle opportunities, and growing recurring revenue across managed IT, cybersecurity, cloud, SaaS, and telecommunications environments. Builds qualified pipelines through outbound outreach, referrals, partner relationships, networking, and disciplined CRM practices. Leads discovery with owners, executives, CFOs, and operational leaders, connecting business pain, risk, reliability, growth goals, and service gaps with practical technology investments. Coordinates sales engineers, service leaders, and technical specialists during assessments, scoping, proposals, negotiations, and onboarding transitions. Brings working knowledge of Microsoft 365, backup and disaster recovery, **cloud infrastructure**, cybersecurity, **managed support models**, Salesforce, and HubSpot. Ready to help a Southeast Michigan team win profitable **new-logo business** and grow recurring client value.

EXPERIENCE

Sales Executive - Managed IT Solutions

January 2023 - Present

SummitPoint Cloud Services

Detroit, MI

Own Southeast Michigan territory growth for managed IT, **Microsoft 365**, cloud, cybersecurity, and backup services. Lead consultative sales with executives, coordinate technical resources, manage Salesforce opportunities, and transition new clients into onboarding while growing profitable **recurring revenue**.

- Built **Southeast Michigan** territory through referrals, networking, and **outbound outreach**, creating qualified executive meetings.
- Led owner and CFO **discovery** using business priorities, risk, and **reliability** concerns to shape recurring solutions.
- Coordinated sales engineers and service leaders during assessments, scoping, proposals, and solution reviews.
- Managed Salesforce opportunities from qualification through negotiation, close, forecasting, and onboarding transition.
- Closed profitable new-logo agreements across professional services, manufacturing, and multi-location businesses.
- Represented SummitPoint at chamber events and regional forums, strengthening partner and referral channels.

Senior Account Executive

May 2021 - December 2022

Harborline Cybersecurity

Grand Rapids, MI

Managed consultative cybersecurity and cloud sales cycles for **small and midsized businesses**. Connected risk reviews, Microsoft 365 security, endpoint protection, and managed services with executive priorities, then guided buying committees through proposals, objections, procurement, and implementation decisions.

- Owned managed detection and cloud opportunities through discovery, **proposal review**, negotiation, and close.
- Used executive questioning to surface ransomware exposure, compliance concerns, and fragmented support models.
- Partnered with **cybersecurity** consultants and solution architects on risk reviews and prioritized proposals.
- Grew multi-state pipeline through outbound campaigns, referral partners, events, and **HubSpot follow-up**.
- Presented business cases to owners and **operational leaders**, resolving budget and timing objections.
- Exceeded quarterly new-business targets while preserving accurate notes, close plans, and customer handoffs.

Account Executive

July 2019 - April 2021

Pinecrest Telecom

Columbus, OH

Developed commercial accounts for business internet, hosted voice, SD-WAN, connectivity, and cloud-adjacent services. Combined territory prospecting with consultative needs assessment, engineering coordination, **proposal development**, negotiation, and service activation across multi-stakeholder buying groups.

- Developed net-new commercial accounts through regional prospecting for internet, voice, and **SD-WAN** services.
- Mapped connectivity reliability and expansion needs during owner and IT contact discovery conversations.
- Built engineering-backed proposals that balanced feasibility, service terms, **recurring revenue**, and timelines.
- Maintained phone, email, referral, event, and partner cadences through consistent **CRM** activity standards.
- Negotiated multi-stakeholder agreements and coordinated activation documents for smoother implementation handoffs.
- Finished among regional leaders in **new business** through consultative presentations and disciplined **follow-up**.

Business Development Representative

June 2018 - June 2019

Lakeshore SaaS Solutions

Cleveland, OH

Created qualified meetings for a **cloud** operations platform serving **small and midsize businesses**. Researched accounts, connected process gaps with executive priorities, applied discovery frameworks, maintained Salesforce records, and prepared account executives for productive demonstrations.

- Created qualified meetings by researching process gaps across small and midsize business accounts.
- Opened executive conversations through phone, email, webinars, and partner **referrals**.
- Applied discovery frameworks covering pain, urgency, stakeholders, systems, and buying process.
- Maintained **Salesforce** contact histories, qualification notes, next steps, and activity reporting.
- Prepared business scenarios for demonstrations, helping account **executives** connect platform value with outcomes.
- Earned recognition for meeting quality and follow-through during a foundational consultative sales role.

PROJECTS

Southeast Michigan Recurring Revenue Program 📅 2026

Built a repeatable local-market motion for managed support, Microsoft 365, cloud, cybersecurity, and backup conversations. Connected referrals, events, discovery, and technical coordination with profitable new-logo growth.

Executive Cybersecurity Discovery Framework 📅 2022

Created discovery conversations that helped business owners and operational leaders discuss ransomware exposure, compliance concerns, support gaps, buying criteria, and practical security investments.

LEADERSHIP & AWARDS

- President's Club, SummitPoint Cloud Services, 2025
- Top New Business Producer, Harborline Cybersecurity, 2022
- Quarterly Pipeline Development Award, Pinecrest Telecom, 2020

EDUCATION

Bachelor's Degree in Business Administration, Marketing

2018

Bowling Green State University GPA: 3.5

Bowling Green, OH

Coursework: B2B Sales, Marketing Strategy, Business Communications, Customer Relationship Management

CERTIFICATIONS

- HubSpot Inbound Sales Certification 📅 2024
- Microsoft Certified: Azure Fundamentals 📅 2023
- CompTIA IT Fundamentals+ Certification 📅 2019

TECHNICAL SKILLS

- **CRM Platforms:** Salesforce, HubSpot, CRM activity tracking
- **Managed IT Services:** MSP services, managed support models, recurring services
- **Microsoft Platforms:** Microsoft 365, Azure Fundamentals, Microsoft 365 security
- **Cybersecurity Solutions:** Managed detection, endpoint protection, security assessments
- **Cloud Services:** Cloud infrastructure, cloud services, SaaS platforms
- **Business Continuity:** Backup, disaster recovery, recovery planning
- **Telecommunications:** Business internet, hosted voice, SD-WAN
- **Sales Methodologies:** Consultative selling, discovery frameworks, solution selling
- **Sales Operations:** Pipeline management, forecasting, activity reporting
- **Proposal Management:** Assessments, scoping, proposal development
- **Stakeholder Engagement:** Executive presentations, owner meetings, operational leadership
- **Revenue Development:** New-logo acquisition, recurring revenue, quota attainment

SKILLS

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|------------------------|-----------------------|---------------------------|------------------------|
| • Consultative Selling | • Cloud and SaaS | • Recurring Revenue | • Proposal Development |
| • Managed IT Services | • Microsoft 365 | • New-Logo Acquisition | • Objection Handling |
| • MSP Sales | • Backup and Recovery | • Discovery | • Pipeline Management |
| • Cybersecurity | • Telecommunications | • Executive Presentations | |

PROFESSIONAL AFFILIATIONS

- Member, Detroit Regional Chamber Young Professionals, 2024 - Present
- Volunteer Mentor, Michigan Technology Sales Network, 2023 - Present
- Event Committee Member, Southeast Michigan Business Technology Forum, 2022 - 2024

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST