



Grayson Wagner

Senior Account Director, Enterprise Software Sales

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STRENGTHS

- 🎯 **Strategic Account Planning**
Account plans connected customer priorities with security needs and infrastructure goals. A useful discipline during complex pursuits.
- 👥 **Cross Functional Leadership**
Engineering, finance, and legal partners stayed aligned through clear opportunity plans. Colleagues knew where decisions stood.
- ❤️ **Customer Advocacy**
Regular strategic reviews built trust with enterprise buyers. Customers returned for thoughtful guidance during change.
- 📊 **Commercial Judgment**
Pricing and contract discussions received careful financial review. That steadiness helped teams reach workable agreements.
- 🤝 **Partner Development**
Channel relationships opened new enterprise conversations. A personal strength has been keeping collaboration useful and reciprocal.

SKILLS

Enterprise software sales

Security solutions Channel sales

Account strategy

Contract negotiation

Financial analysis

Pipeline management

Business development

Virtual team leadership

Customer advocacy

Commercial contracts Direct sales

SUMMARY

Enterprise software sales leader with more than 12 years guiding strategic account growth, complex solution sales, **partner channels**, and enterprise buying cycles. Experience covers infrastructure software, security solutions, **business development**, pipeline creation, territory planning, financial analysis, commercial contracts, and executive customer engagement. Led virtual teams across engineering, finance, and legal functions, connecting customer priorities with practical technology solutions and sound **commercial terms**. Built trusted relationships through discovery, strategic reviews, **customer advocacy**, and consistent communication with technical and executive stakeholders. Negotiated agreements, shaped account strategies, supported pricing discussions, and developed partner programs that opened new market opportunities. Brings thoughtful sales leadership and disciplined opportunity management to organizations seeking durable enterprise relationships and measurable business value.

EXPERIENCE

Senior Enterprise Sales Director

Crestview Technology Partners 📅 January 2021 - Present 📍 Columbus, OH

Directs **enterprise software sales** for strategic accounts across regulated industries and complex technology environments. Leads **account strategy**, partner development, commercial planning, and virtual coordination across engineering, finance, and legal teams.

- Directed strategic software programs for regulated accounts, strengthening executive engagement and opportunity direction.
- Built account strategies around security needs and infrastructure goals, creating clearer customer buying paths.
- Coordinated engineering, finance, and legal teams for proposals, aligning solution value with **commercial terms**.
- Negotiated enterprise agreements through financial reviews, supporting sound decisions during complex purchasing cycles.
- Developed **partner relationships** and channel plans, opening conversations across broader enterprise markets.
- Guided pipeline reviews with forecasting methods and customer intelligence, improving visibility for **leadership** decisions.

Enterprise Account Manager

Lakeshore Cloud Systems 📅 March 2017 - December 2020 📍 Chicago, IL

Managed enterprise accounts involving **cloud platforms**, security capabilities, and business transformation initiatives. Built opportunity plans, presented solutions to varied stakeholders, and maintained account visibility through discovery, reviews, contract support, and pipeline reporting.

- Managed cloud and security accounts, connecting business transformation goals with practical software outcomes.
- Created opportunity plans through prospecting and discovery, giving technical teams clearer solution direction.
- Supported contract reviews and **pricing discussions**, helping internal teams respond with coordinated **commercial terms**.
- Presented software solutions to technical and executive stakeholders, building confidence during evaluation stages.
- Maintained account records and pipeline reporting, giving leadership dependable insight into opportunity movement.
- Strengthened **customer relationships** through strategic reviews, turning regular dialogue into trusted advocacy.

Account Executive

Midwest Infrastructure Software 📅 June 2013 - February 2017 📍 Indianapolis, IN

Partner channels

Executive engagement

Infrastructure software

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Senior Enterprise Sales
Director at Crestview Technology
Partners (5.7 Years)

● Enterprise Account Manager
at Lakeshore Cloud Systems (3.8
Years)

● Account Executive at
Midwest Infrastructure Software
(3.7 Years)

- Developed new enterprise business for infrastructure technology solutions. Owned prospect communication, customer presentations, **solution demonstrations**, market research, and purchasing support while partnering with technical colleagues throughout evaluation cycles.
- Developed enterprise opportunities through targeted prospecting, creating new conversations around **infrastructure software**.
 - Built customer presentations around operational challenges, helping buyers connect software with business outcomes.
 - Collaborated with technical teams on demonstrations, giving prospects useful evidence during evaluation discussions.
 - Managed customer **communication** through purchasing stages, preserving momentum and stakeholder confidence.
 - Tracked market opportunities and competitive information, sharpening account choices and outreach priorities.
 - Supported account growth through consistent relationship management, creating a foundation for repeat engagement.

PROJECTS

Enterprise Security Growth Program 📅 2025

Built a strategic account program connecting enterprise security priorities, infrastructure modernization, partner channels, and executive discovery. Created practical paths for opportunity development and commercial review across complex buying groups.

Partner Channel Expansion Initiative 📅 2024

Developed channel engagement plans for infrastructure software opportunities, strengthening partner relationships, customer advocacy, pipeline creation, and coordinated solution discussions across technical and commercial stakeholders.

LEADERSHIP & AWARDS

- Recognized for strategic enterprise account leadership and sustained customer advocacy across complex software sales cycles.
- Received leadership recognition for coordinating engineering, finance, legal, and partner teams through major opportunities.

EDUCATION

Bachelor's Degree in Business Administration

Indiana State University 🎓 GPA: 3.5 📅 2013 📍 Terre Haute, IN

Coursework: Enterprise sales, financial analysis, business communication, strategic management

CERTIFICATIONS

- Enterprise Sales Strategy Certificate 📅 2025
- Security Solutions Fundamentals Certificate 📅 2024

TECHNICAL SKILLS

- **Enterprise Sales:** Infrastructure software, enterprise software, solution selling
- **Security Solutions:** Enterprise security, security capabilities, security requirements
- **Sales Models:** Direct sales, channel sales, partner sales
- **Account Management:** Strategic accounts, account strategy, territory planning
- **Business Development:** Prospecting, opportunity creation, market development
- **Pipeline Management:** Pipeline creation, forecasting, customer intelligence
- **Commercial Management:** Commercial contracts, contract negotiation, pricing discussions
- **Financial Analysis:** Financial analysis, commercial terms, pricing evaluation
- **Customer Engagement:** Customer discovery, executive engagement, customer advocacy
- **Team Leadership:** Virtual teams, cross functional teams, stakeholder coordination
- **Cloud Platforms:** Cloud platforms, business transformation, software platforms
- **Sales Communication:** Customer presentations, solution demonstrations, strategic reviews

PROFESSIONAL AFFILIATIONS

- Enterprise software sales communities, sharing account strategy practices and practical lessons from complex buying cycles.
- Security solutions and infrastructure technology networks, building peer relationships that support informed customer conversations.

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST