

Marcus Hale

Senior enterprise account executive, supply-chain software

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Nine years carrying a number in B2B software, 117% average quota attainment from 2018 to 2025 across three companies, three President's Clubs and \$10.3M of closed ARR at Freightline. I sell to the people who run warehouses, fleets and factories, and I sell them a plan they edit before they sign it. Looking for an enterprise territory in logistics, manufacturing or supply chain, or a first-line leadership role, from January 2027.

Experience

Feb 2022 – Present

Senior Enterprise Account Executive

Freightline · Denver, CO

Enterprise territory across the Mountain and Central regions selling dispatch, yard and cold-chain software to fleets, 3PLs and manufacturers. \$10.3M closed ARR in four years, 108%, 124%, 138% and 119% attainment, three President's Clubs, deal of the year 2024. Wrote the loss-log practice the sales academy now teaches.

Mar 2019 – Jan
2022

Mid-market Account Executive

Corridor Software · Denver, CO

Warehouse management software for distributors with 50 to 500 employees. 61 new logos and \$3.2M closed ARR in three years, 97%, 112% and 131% attainment, President's Club 2021. Closed every 2020 deal remotely, including the first six-figure deal the company signed without a site visit.

Jan 2018 – Feb
2019

Account Executive

Brightpath · Denver, CO

First quota: \$620K, closed \$645K. Route optimization software for regional delivery fleets, average deal \$28K, 41-day cycle. Promoted from SDR after booking 1,140 first meetings in twenty months.

May 2016 – Dec
2017

Sales Development Representative

Brightpath · Denver, CO

Outbound to fleet managers and dispatch leads across the Mountain region. Top of the SDR board eleven months out of twenty; built the call script the team still uses for cold-chain prospects.

Jun 2015 – Apr 2016

Inside Sales Representative
Summit Office Supply · Fort Collins, CO
Renewals and upsells for a regional office-supply distributor. Learned to sell on the phone to people who did not want to talk, and to keep a clean CRM.

Education

2011 – 2015

BS Business Administration, Marketing
Colorado State University · Fort Collins, CO
Minor in supply chain management. Captain of the cross-country team for two seasons.

Skills

Enterprise discovery	●●●●●	Mutual action plans	●●●●●
Forecast accuracy	●●●●●	Commercial negotiation	●●●●○
Executive sponsorship	●●●●○	Territory planning	●●●●○
Value engineering	●●●○○	Coaching reps	●●●○○

Certifications

2025	MEDDPICC Certified Practitioner MEDDPICC
2023	Sandler Enterprise Selling Sandler Training, Denver
2022	Challenger Sale Foundations Freightline sales academy
2020	CSCP, Certified Supply Chain Professional ASCM

Landmark deals

Meridian Foods, multi-site cold chain
\$1.9M ARR, 128-day cycle, eleven distribution centers. Deal of the year 2024. Won on a pilot at one site with a pass mark the CFO wrote.

Northline Freight, fleet dispatch

\$740K ARR, 88-day cycle. Rode three routes before the first demo; the plan the VP of Operations edited became the contract schedule.

Cascade Cold Chain, expansion to yard management

\$520K ARR expansion out of a quarterly review, closed in 41 days with procurement already onsite.

Awards

2023, 2024

President's Club

Freightline

Top 5% of the sales organization, two consecutive years.

2024

Deal of the year

Freightline

The Meridian Foods multi-site agreement.

2021

President's Club

Corridor Software

Top 10% of the sales organization at 131% attainment.

References

Dana Whitfield

VP Sales, Freightline · manager since 2022

dana@example.com, by email first.

Raymond Ortiz

VP Operations, Northline Freight · customer

raymond@example.com

Helen Marsh

CFO, Cascade Cold Chain · customer

helen@example.com

Tyler Nguyen

Account Executive, Freightline · coached

tyler@example.com

Languages

English

Native

Spanish

Professional working