

GABRIEL UMLAND

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San Francisco, CA

PROFESSIONAL EXPERIENCE

Segment – Account Executive June 2022 – Present

- End to end deal management from prospecting to closing. Leads coverage of VC-backed customer market. *Top performing Account Executive in Q4 2022* despite macro headwinds and elongating sales cycles.
- Effectively run technical discovery calls & product demos with founders, C-suite, VPs, product and technical leads.
- Responsible for generating new pipeline and territory planning. Identified key decision makers and clear gaps in potential customer tech stacks where Segment could provide greatest value.
- Maximize customer ACVs by forecasting cross-sell and up-sell ability based on underlying customer growth initiatives.

Einfall Land Cruisers – Founder May 2021 - Present

- Source, refurbish, market, and sell antique Toyota Land Cruisers.
- Drove path from \$0-\$100k in revenue in 1 year.
- Manage capital intensive business and thus hyper aware of market trends and supply and demand imbalances.

Twilio - Enterprise ISV Partnerships - Team Lead October 2021 – June 2022

- Directly supported 50 strategic enterprise partner accounts, primarily - “Fortune 10” companies.
- Built connections with product, marketing, and sales team members to increase lead & opportunity generation through the roll out of new enablement and cross-functional campaigns.
- Lifetime average attainment: 181%. Generated \$6.6MM in pipeline.

Twilio - Inbound Sales Development Representative - Team Lead November 2020 - October 2021

- Worked cross-functionally with sales ops. & marketing teams to speed up prospecting process by >10%.
- #1 SDR globally by attainment for FY21. Average Attainment: 197%. Generated \$15MM in eARR across 607 opportunities.
- Led creation of Inbound Sales analytics project allowing managers to see data-driven feedback across major KPIs to optimize internal operations

U.S. Department of State - Fulbright Fellow - Indonesia July 2019 - April 2020

- Designed and co-led development training seminars attended by 30+ teachers.
- Provided administrative and instructional classroom support for 450+ students.

SKILLS

Financial Modeling, Outbound Sales, Google Analytics Certified, Salesforce Report Building, Adobe Creative Suite, Command of The Message Certified, Graphic Design.

PROJECTS

Intranet Time Clock Roanoke College, 2019

Drove the development and roll out of a campus-wide time clock system by collaborating with engineers and designers from ideation to release.

EDUCATION

Bachelor of Business Administration - Summa Cum Laude

Concentration: **Marketing** Minor: **Mathematics**

Roanoke College, Salem, VA