

Derek Hrabal

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Objective

Motivated, intelligent, ambitious self-starter seeking a fulfilling, high-paying career in Sales and Marketing

Work Experience

OneSpan North America

October 2020 – Present

Sales & Marketing Development Representative

- Fostered strong relationships with key personnel in combination with diligent analysis of technology stack to come up-to-speed on technology & value propositions quickly - established over \$500k in new business pipeline and added 3k new contacts within first 90 days (focus on named & strategic accounts)
- Designed and distributed targeted messaging to promote our place as the #1 DocuSign alternative in 2021
- Blend full arsenal of art & science-based selling techniques, customized to clients, to penetrate new target accounts and foster better relationships with existing accounts supporting new product sales and expansion to new lines of business
- Applied knowledge of “Pain-Points” and organization drivers to identify a “low-hanging fruit” opportunity and collaborated with team to help recognize 12,800 in ACV and 10,000 in professional services revenue (28 day sales cycle; 3-6 month avg)
- 100% Quota Attainment YTD 2021

Greater Denver & Central Colorado Better Business Bureau

November 2018 – March 2020

Business Development Representative

- Quota carrying individual contributor for sales team – Focused on Accreditation recruitment.
- In 2019 was #1 on team for ability to consistently attain quota
- Average sale size 15% more than team average
- Utilized excellent time management, persuasive written and verbal communication skills to maximize one-call-close potential.
- Capitalized on changing legislation to develop and deliver effective campaigns targeting cannabis market

ISYS Search Software / Perceptive Software / Lexmark Enterprise Software

December 2010- January 2017

Business Development Associate / Inside Partner Development Executive ~ “Contract marketing representative to salaried sales executive. “

- Recruited out of college as 1099, to augment Channel Development efforts. Secured over 100 appointments in 1st year with high profile companies, (across NA, EMEA, and APAC), generating over \$4M in revenue and earning full time position.
- Over 300 qualified appointments generated for sales in 2 year span. – Skilled in identifying BANT & reaching decision makers
- Following the Lexmark acquisition, recruited for Channel Marketing Role to promote a broader portfolio of Channel offerings from OEM products to ISVs, Add-ons for Microsoft ERP partners, and Recruiting resellers across all product areas.
- Oversaw the development, creative, and execution of multiple email campaigns, trade show events, and webinars.
- Cultivated and curated scripts, PowerPoints, and “battle cards” for educating internal & external stakeholders on channel offerings & partner profiles.
- Autonomously created and uploaded prospect lists using a variety of internet sources including Google and LinkedIn.
- Orchestrated weekly (sometimes bi-weekly) training calls with telemarketing team in Cebu to increase global effectiveness.
- Submitted quarterly budget reports to Director & VP for effective planning based on multi-team needs.
- Recruited to “NA Channel Sales” team in 2014 as corporate climate indicated reduction in channel marketing force.
- During my first 6 months as Inside Partner Development Exec, closed two deals (One net new and one restructuring) resulting in a one-time recognition of over \$150K in annual revenue and over \$40K in annual reoccurring revenue.
- Facilitated consistent and effective communications with clients- providing consultation, go-to-market experience, and support to clients the world over in support of the integrity and success of our channel sales program

Education

Metro State College of Denver • Denver, CO • Bachelor of Science Degree, *Marketing* • May 2010 • High School Graduate

Business Applications

•MS Office Suite •SalesForce.com • Google Analytics • WordPress • HubSpot • Google Mail • Eloqua
•ExactTarget •BaseCamp •GoToMeeting •WebEx • Google Docs •MS Dynamics CRM, and more

Skills

•Prospecting •Bonding & Rapport •Lead Qualification •**Up-Front Contracts** •30 Second Commercials •**Identifying Pain & Reasons for Doing Business** •Identifying B.A.N.T. •Reversing •Negative Reverse Selling •**Lead Management** •Market Segmentation • SEO • Email Campaign Management •Networking •Value-based Message Authoring •Pipeline Generation •Event Planning •**Contract Negotiation** • Demonstrations •**Contract Fulfillment** •**Project Management** •Understanding Business Drivers •**Making Genuine Human Connections** •Web Development •Data Analytics •**Adding Value** •Creating Efficiencies •Adaptability •Patience •Situational Awareness

Books

•**How to Win Friends and Influence People** • The Tipping Point • The 7 Habits of Highly Effective People •The 4 Disciplines of Execution •Questions that Sell •Objections •**The 48 Laws of Power** •**The Way of The Superior Man** •The Traveler's Gift •**The Four Agreements** •The Secret •Extreme Ownership •and many more...

Role Models

•**My Grandpa** •My Father •**Matthew McConaughey** •Elvis Presley •Leonardo DiCaprio •Dwayne "The Rock" Johnson •Simon Sinek •Zig Ziglar •David Sandler •Dale Carnegie •**Henry David Thoreau** •Marc Cuban •Joe Rogan •Joseph Campbell •Ron Swanson (as played by Nick Offerman) •**Jean Luc Picard** (Patrick Stewart) •John Galt •Jesus Christ

Additional

•Sandler Sales Trained • Power Positioning Trained • Excellent Verbal & Written Skills •**Highly Adaptable** •Easily Trainable •**Money Motivated** •Team Player •Handy •Fit •Friendly •Small Business Owner •Goal Oriented •**Winner**

<https://www.derekrabal.com>

References Available Upon Request

<https://www.linkedin.com/in/derek-hrabal/>