

# Derek Hrabal

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## Objective

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

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## Work Experience

### OneSpan North America

*Account Executive – OEM & Mid-Market – Mountain & T.O.L.A.*

*Jan 2023 – Present*

- Quota carrying individual contributor tied to \$500k+ USD in 1<sup>st</sup> year new ACV 2023.
- 106% quota attainment going into Q4 2023
- Passionate about driving OEM business and aligning to partners in channel ecosystem for greater success
- Recognized as a top contributor, team player, and regularly selected to represent OneSpan and/or speak at industry events
- Organized, diligent, and expert communicator skilled in managing projects internal and external to OneSpan
- Highly effective at Cold Outreach and the rapid deployment of scalable campaigns with average response rates in excess of 10% after the 1<sup>st</sup> message.
- Content Creator, Webinar Moderator, Guest Speaker, Thought Leader, and Business Influencer

*Sr. OEM Sales Development Representative – Partnerships & Integrations*

*December 2021 – Jan 2023*

- Research, design, development, and implementation of the 2022 Go-To-Market Strategy for the OEM Business Unit
- Maintained detailed records of the project plan complete with target lists across market segments (companies and contacts), messaging, target personas, event registers, risk registers, and stakeholder registers for effective scaling of mission critical information to internal & external personnel.
- 6k+ unique records identified and uploaded to CRM in Q1.
- Over 100% YTD Quota attainment to plan Jan through September '22
- Hand-selected by executive leadership to represent OEM business unit at industry specific events
- Close collaboration with content, design, sales ops, sales & marketing leadership to advance channel agenda

*Sales & Marketing Development Representative*

*October 2020 – November '21*

- 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 January-August
- Designed and Moderated educational webcast on [eSignatures for remote business success](#); distributed to ARMA international members for educational credits and made publicly available on the OneSpan website

### 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 1<sup>st</sup> 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  
• Project Management Institute – **CAPM Certification Holder** Dec 2021 – Dec 2024 • *Currently pursuing PMP Cert*

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### Business Applications

• **MS Office Suite** • SalesForce.com • SalesLoft • ZoomInfo • SalesNavigator • YesWare • Zoom • MS Teams • Slack  
• TABLEAU • Workday • Google Analytics • WordPress • HubSpot • Google Mail • Eloqua • ExactTarget • Concur  
• Clari • Crayon • BaseCamp • GoToMeeting • WebEx • Google Docs • MS Dynamics CRM, and more

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### 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 • **MEDDIC** • Public Speaking

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### 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...

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### Role Models

• **My Grandpa** • My Father • **Matthew McConaughey** • Elvis Presley • **David Goggins** • 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)  
• Marcus Aurelius • John Galt • Jesus Christ

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### 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**

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