

AUDREY TAYLOR

Technical Account Executive | SMB, Mid-Market & Enterprise SaaS | AI & Automation

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PROFESSIONAL SUMMARY

Technical account executive with 15+ years selling technology across SMB, mid-market, and enterprise, and a record of exceeding revenue targets. Finished at 106% of a \$675K annual ACV quota at Salesforce across a 100+ account territory, closed seven-figure, multi-year contracts at AT&T, and has closed individual deals of \$250K+. Has sold SaaS continuously since 2018 on her own subscription platform, running every deal from discovery to renewal. Runs technical discovery and product demos herself: hands-on with REST APIs, JavaScript, and Python, and builds multi-model AI agent systems that run in production. Trained in Sandler, MEDDPICC, and Command of the Message; has led a sales team and built enablement programs her employers adopted.

CORE COMPETENCIES

Full-Cycle SaaS Sales | New Business & Account Expansion | Technical Discovery & Product Demos | Complex, Multi-Stakeholder Deal Cycles | Executive Alignment & Multi-Threading | Business Case & Value-Based Selling | Sandler, MEDDPICC & Command of the Message | Mutual Action Plans, Procurement & Legal | Contract Negotiation: Multi-Year, Pricing & Terms | API & Integration Conversations | AI Agents & Solution Design | Cross-Functional Deal Teams: SEs, Product & Partners | Customer Adoption & Renewal | Pipeline Generation & Forecasting | Sales Enablement & Team Leadership

TECHNOLOGY

CRM & Sales Engagement: Salesforce (Sales Cloud, Service Cloud, Marketing Cloud), HubSpot, GoHighLevel, Outreach, Salesloft

Prospecting & Data: Clay, Apollo.io, ZoomInfo, LinkedIn Sales Navigator

AI & Agents: Claude API, OpenAI, Google Gemini, Llama, DeepSeek; Model Context Protocol (MCP), Composio, multi-model agent orchestration

Web, APIs & Build: REST APIs, JavaScript, HTML, CSS, Python, Next.js, Supabase, n8n, Make.com, front-end troubleshooting

PROFESSIONAL EXPERIENCE

Founder & Head of Sales

EasyFlow CMO | Los Angeles, CA | 2018 - Present | Operated concurrently with the roles below through 2023

- Sell a white-labeled SaaS platform with a custom build on top, on recurring subscription, to small-business, mid-market, and enterprise customers, from 2018 through today, including enterprise and mid-market accounts through 2024 and 2025.
- Run every deal full-cycle: prospecting, discovery, technical demo, close, onboarding, and renewal. Own pricing, packaging, product configuration, and retention.
- Built an agent pipeline that turns a company URL into a structured account research brief, replacing roughly two hours of manual pre-call prep per account.
- Designed and shipped multi-model agent systems on the Claude API, Model Context Protocol, Composio, and n8n that run prospecting, lead qualification, and client delivery in production.
- Served 300+ clients across ecommerce, live entertainment, professional services, and tech-enabled ventures, and architected their CRM on GoHighLevel.

Territory Account Executive, Growth Business

Salesforce | Irvine, CA | Dec 2021 - Sep 2023

- Exceeded revenue target, finishing at 106% against a \$675K annual ACV quota across a territory of 100+ accounts tiered 1 through 3.
- Ran full-cycle, multi-stakeholder sales across Sales Cloud, Service Cloud, Marketing Cloud, Analytics, and AI products: executive discovery with founders and functional leaders, bringing in solution engineers, product specialists, and partners through complex evaluations to close.
- Earned the Pillar Award, cited for growth and learning mindset, new-hire onboarding, end-of-quarter Enterprise Edition upgrades, and community commitment.
- Created and led a weekly new-hire acceleration call after finding gaps in the formal onboarding curriculum, teaching the topics it left out and opening it across the org by RSVP with a rotating agenda. Named in the Pillar Award citation.

Head of Sales & Marketing

Taylor Made Branding | Orlando, FL | Jun 2010 - Jan 2022 | Owner-operated venture, concurrent with AT&T role through 2017

- Led sales and marketing for a digital marketing and multimedia firm covering branding, web development, design, and social media.
- Grew the client base an average of 30% annually and doubled monthly recurring revenue during the pandemic.
- Rebranded a leading Southeast fast-food chain and rebuilt its marketing strategy, lifting annual sales from \$500K to \$900K.
- Built a franchise development marketing program for a QSR client that generated \$1.5M in incremental revenue.
- Managed a four-person sales and creative team and owned customer acquisition, campaign strategy, and delivery.

Business Account Manager

AT&T | Orlando, FL | Oct 2009 - Apr 2017

- Sold enterprise networking, cloud, security, and collaboration solutions to business accounts across the Atlanta and Orlando markets.
- Closed seven-figure, multi-year contracts, including business acquisitions with net contract values above \$1M.
- Ranked consistently in the top 10 regionally. Selected for the AT&T BSLDP Executive Leadership Circle and the Sales to Marketing Program.
- Created the Small Business Binder enablement program, later adopted across the Southeast market.

EARLY CAREER

Marketing Director / Executive Assistant, Higher Ground Construction (Atlanta, GA), 2008 - 2009. | Management Trainee, Territory Sales Manager, Key Account Manager, Pepsi Bottling Group (Los Angeles, CA), 2007 - 2008.

EDUCATION

Bachelor of Arts, Business Administration | California State University, Fullerton

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Claude Certified Architect, Foundations (Anthropic), in progress 2026 | Anthropic Claude Partner Network, accepted member | Science of Consultative Selling