

Erin B. Leonard

LOCATION San Diego, California • PHONE (858) 442-9557 • E-MAIL erinbryceleonard@gmail.com • [Linkedin.com/in/leonarderinb](https://www.linkedin.com/in/leonarderinb)

EXPERIENCE

Manager, Sales Development

FEB 2020 – PRESENT

Classy.org

- Attainment: FY'21 128% Pipeline + 155% Bookings (\$18.5M Pipeline Goal with 7 Direct Reports)
- Manages 10 direct reports, facilitated 9 promotions, grew team attainment by 22%
- Built an outbound strategy + a demand generation playbook increasing MQL conversion rates 16% in one quarter
- Hired and retained 17 new reps in a remote working environment

Renewal & Expansion Manager

JUN 2019 – FEB 2020

Classy.org

- Attainment: 100% Q2, 102% Q3, 120% Q4, booked 25% of renewals as new multi-year contracts
- Managed 90+ accounts quarterly, mitigated churn, and facilitated upsell (\$2,500-\$10,000 ARR)
- Increased efficiency (3 days to 20 minutes) by initiating a new contracting process
- Moved more than \$78k of cash into Q4 from renewals with payment upfront

Enterprise Account Executive, Public Sector

NOV 2018 – JUN 2019

DocuSign

- Attainment & Awards: 119% Q4, System of Agreement Pitch finalist, On-site Presentation finalist
- Managed 60+ customer accounts, closed new business & facilitated upsell (\$2,500-\$80,000 ARR)
- Created training materials and team databases of strategic account plans and presentations

Sr. Enterprise Market Development Representative, Team Lead

OCT 2017 - NOV 2018

DocuSign

- Team Lead: Interim manager for a team of 8 MDRs (4 months), supported direct manager of 12 MDRs
- People's Choice Award, 6 Top Performer Awards, 2 Leadership Awards, 2x Pinnacle Club
- Consistently achieved above quota: 151% Q4, 150% Q1, 198% Q2, 186% Q3
- Sourced 38% of the team's opportunities (Q1), 96% of meetings set converted to qualified opportunities

Consultant

JUN 2012 - AUG 2018

Erin B. Leonard

- Keynote Speaker, Workshop Presenter, and Consultant for more than 15 organizations

Venue Sales Manager

AUG 2015 - MAY 2016

Personal Touch Dining

- Exceeded sales goals monthly and managed all event staff, vendors, and logistics for 30+ events
- Facilitated more than 100 initial sales meetings and managed budgets (\$8,000-\$70,000)
- Initiated company internship program; hired and managed 3 interns for office support

Event Sales Manager

NOV 2012 - MAY 2015

SOS Entertainment

- Managed 35+ accounts, budgets ranged from \$600-\$80,000 & negotiated 50+ contracts annually
- Recruited, interviewed, hired, and managed 1-2 interns per quarter

LEADERSHIP & SKILLS

- **President** of the Point Loma Nazarene University MBA Alumni Board
- **California State President** for the California Association of Student Leaders (2010-2011)
- **DocuSign Certified Admin, Salesforce, Outreach, SalesLoft, GSuite, Zuora, HubSpot, LinkedIn Sales Navigator**

EDUCATION

Master of Business Administration, Entrepreneurship and Innovation, Point Loma Nazarene University
Bachelor of Arts in Managerial and Organizational Communication, Point Loma Nazarene University