

# Barbara DuBois

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## PROVEN & DEDICATED SENIOR ACCOUNT EXECUTIVE

*B2B □ Door 2 Door □ Retail 2 Retail □ Strategic Team Selling*

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| <ul style="list-style-type: none"><li>▪ <i>Team Building &amp; Recruiting</i></li><li>▪ <i>Results-driven with 10 years of sales exp.</i></li><li>▪ <i>New Facility Start-Up &amp; Relocation</i></li><li>▪ <i>Entrepreneurial Spirit</i></li><li>▪ <i>Customer Service Driven</i></li><li>▪ <i>Value Selling / Team Selling/ Demos Expert</i></li><li>▪ <i>Bilingual-Fluent in Spanish</i></li></ul> | <ul style="list-style-type: none"><li>▪ <i>Employee Development &amp; Training</i></li><li>▪ <i>Contract Negotiations and Closing Expert</i></li><li>▪ <i>Understanding of Salesforce Core Clouds, MS Suite, Ziprecruiter, Tempworks, LinkedIn Sales Nav. Zoominfo, Slack, Quip, Highspot, Chatgpt, Tableau, Docusign, Apple, GSuite</i></li><li>▪ <i>Strategic Sourcing &amp; Networking</i></li></ul> |
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## PROFESSIONAL EXPERIENCE

### The Elevation Collectives (TEC)

**2025- Present**

#### Sales Director

- Spearheaded end-to-end sales operations for The Elevation Collectives and its clients, overseeing pipeline generation, outreach, deal negotiation, and closing - directly contributing to client revenue growth and retention.
- Built and scaled the entire sales function from scratch, including process development, CRM setup, sales collateral creation, and team strategy, supporting both internal and external stakeholders.
- Acted as a fractional Head of Sales for multiple startup clients, tailoring GTM strategies, messaging, and outbound campaigns to accelerate market penetration and validate product-market fit.
- Drove 15% revenue growth within the first quarter through consultative selling, strategic partnerships, and high-impact outreach - enabling client companies to hit key growth milestones.

### SALESFORCE

**2022- 2025**

#### Senior Core Account Executive

- Orchestrated full-cycle enterprise sales for all run-rate deals (\$200K AOV and under), consistently exceeding sales targets in a competitive SaaS environment.
- Collaborated with internal cross-functional teams, such as, solution engineers and implementation partners to deliver tailored Salesforce solutions that addressed customer needs and ensured successful go-lives
- Generated on average \$7,000 in qualified pipeline per meeting across an average of 52 client meetings monthly, resulting in \$110,000+ in average monthly closed revenue.
- Executed layered discovery and solution selling to uncover customer pain points, timelines, budgets, and personas; drove solution alignment with business goals and compelling events.
- Fostered strategic customer partnerships through value selling, consistent engagement, and in-person meetings.
- Developed and managed executive-level mutual success plans to maintain stakeholder alignment, track risk mitigation, and guide complex deal progression through close.

Highlights include:

- Achieving quota over attainment in FY23 for Multi-Year ACV by 103%
- Achieving quota over attainment in FY23 for New Logo by 110%
- Achieving quota over attainment in FY24 for ACV by 125%
- Awarded by leadership in FY23 for Most Valuable Player Award among 103 other AEs

**B2B Senior Account Executive**

- Added 80 new clients from 2020-2021 for recurring revenue increase of \$1.2 Million
- Maintained Customer Retention rate between 88% and 96%
- Targeted qualified leads based on research, networking and good old fashioned foot work
- 50 Daily cold calls, 8 weekly presentations to senior level executives, and 100 weekly visits on prospects to build a strong pipeline.
- Delivered exceptional service to 250+ customers and prospects weekly, building brand loyalty, by providing exceptional support with wayfinding, product information, and purchase processing

**CYDCOR****2015-2019****Retail 2 Retail Sales Director - Managed a sales team of 8 direct reports**

- Directly assisted in building the NC, SC, and Central Florida markets for the AT&T/DirecTV campaign
- Designed and delivered 15+ interactive training sessions for over 40 team members, covering topics including operational procedures, customer service and sales that yielded a 30% increase in profits from the previous year
- Oversaw strategy and workflow for a team of 8, leveraging a consistent approach to relationship building, recognition, and communication to generate continuously improving performance
- Increased sales by over 120% by means of cross-selling, up-selling, and add-on sales
- Maintained excellent time management skills, both on the road and in the office
- Timely and accurately documented all sales activities and prepared reports for Sales Rep performances using Salesforce software

**ACCOMPLISHMENTS AND AWARDS**

2017 - National Pacesetter Award

2018/2016 - Featured in National DIRECTV/AT&T Magazine, Ranked Top 10 in Sales Nationally

2021 - Sales rep of the year award at Performance Staffing Solutions

2023 - Most Valuable Player award at Salesforce

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**EDUCATION & CERTIFICATIONS**

**Bachelors of Science in Bio Behavioral Health** | Penn State University | State College, PA

**Certification - Salesforce Trailhead Ranger** | Completed over 100 modules and 50+ hands-on projects on CRM, Sales Cloud, and digital transformation topics