

JULIAN MERCER

ACCOUNT EXECUTIVE

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PROFESSIONAL SUMMARY

Enterprise Account Executive with 9+ years selling complex SaaS solutions through disciplined prospecting, discovery, and multi-threaded deal leadership. Consistently creates pipeline, navigates executive buying groups, and closes durable revenue at healthy margins.

PROFESSIONAL EXPERIENCE

Enterprise Account Executive Datadog, New York, NY

Jul 2022 - Present

- Closed \$8.6M in new annual contract value across 17 enterprise accounts, averaging 123% of quota over three years through the next steering review.
- Built a \$27M qualified pipeline through account research, executive outreach, partners, and targeted prospecting across accountable delivery teams.
- Led discovery and value mapping across technical, security, finance, and executive stakeholders for seven-figure deals without delaying the committed launch.
- Improved proof-of-value conversion from 54% to 73% by defining success criteria and mutual action plans before kickoff for executive investment decisions.
- Expanded six strategic accounts by \$3.1M through usage reviews, whitespace mapping, and coordinated customer-success plans.
- Built executive mutual action plans that improved late-stage deal progression and made commercial, security, and legal dependencies visible.
- Maintained account plans linking business priorities, stakeholders, competition, risk, and next actions across strategic pursuits.

Account Executive Salesforce, San Francisco, CA

May 2019 - Jun 2022

- Generated \$11.4M in new and expansion revenue across commercial technology accounts, finishing at 116% of cumulative quota with named benefit owners.
- Ran MEDDPICC qualification and forecast reviews across a 42-opportunity portfolio, maintaining 91% commit accuracy through the next steering review.
- Negotiated multi-year agreements with Procurement and Legal, improving average contract term from 18 to 27 months.
- Partnered with solution engineers on tailored demos that increased technical-validation progression 24%.
- Shared win-loss patterns with Product Marketing, strengthening competitive proof points for two priority market segments.
- Created close plans that aligned evaluation, business case, security review, procurement, and executive approval across complex buying groups.

Sales Development Representative HubSpot, Cambridge, MA

Aug 2016 - Apr 2019

- Created \$5.2M in sourced pipeline through outbound sequences, calls, referrals, and event follow-up across accountable delivery teams.
- Averaged 132% of meeting target while maintaining the team's highest sales-accepted opportunity rate without delaying the committed launch.
- Built vertical talk tracks later adopted in onboarding for 28 new sales development representatives.
- Shadowed discovery and demos to improve qualification notes and strengthen handoffs to account executives.
- Partnered with marketing on executive events that created 22 qualified conversations with priority accounts.

CORE SKILLS

Enterprise sales | Prospecting | Discovery calls | MEDDPICC | Pipeline generation | Account planning | Negotiation | Forecasting | Executive selling | Value selling | Salesforce | Partner selling | Expansion | Contract strategy

EDUCATION

B.A. in Economics, Boston College, Chestnut Hill, MA

CERTIFICATIONS

MEDDPICC Masterclass | Force Management Command of the Message