JULIAN MERCER

ACCOUNT MANAGER

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PROFESSIONAL SUMMARY

Account Manager with 7+ years growing and retaining mid-market B2B software accounts. Runs quarterly business reviews, expansion plans, and renewals with a focus on customer outcomes, and consistently beats retention and upsell goals.

PROFESSIONAL EXPERIENCE

Senior Account Manager Mar 2023 - Present
HubSpot, Cambridge, MA

- Manage 42 mid-market accounts worth $6.8 million in annual recurring revenue, with net revenue retention of 112% last year.
- Led quarterly business reviews that tied product usage to customer goals, and those reviews led to $740,000 of expansion revenue.
- Spotted six at-risk renewals through usage drops and ran recovery plans with support, saving $410,000 of renewal revenue.
- Built success plans with executive sponsors at 10 top accounts, with goals and milestones reviewed every quarter.
- Partner with customer success and product teams to turn customer feedback into feature requests, and three were shipped.
- Forecast renewals and expansions weekly in Salesforce, landing within 5% of the quarterly number in the last six quarters.

Account Manager Jun 2021 - Feb 2023

- Owned a portfolio of 65 small business accounts and delivered 98% of renewal quota over six quarters.
- Created a seat-adoption playbook for accounts under 20 users that increased paid seat additions by 17%.
- Negotiated multi-year renewals with a modest discount, and 12 customers committed to terms of two years or longer.
- Onboarded 20 new accounts with training sessions and a 90-day plan, and 85% reached full adoption of purchased features.
- Ran release webinars for customer admins that drew about 60 attendees a session and opened add-on conversations.
- Handled contract paperwork and billing changes with finance, resolving 90% of requests within two days.

Sales Development Representative Jul 2019 - May 2021
Salesforce, Boston, MA

- Booked 22 qualified meetings a month for account executives, beating the quota of 18 across seven of eight quarters.
- Tested three email openers with the team and kept the version that raised reply rates from 6% to 9%.
- Sourced 30% of own pipeline through outbound calls to targeted accounts instead of inbound leads.
- Shadowed account executives on 40 discovery calls and brought those techniques into later account planning.

CORE SKILLS

Account management | Renewals | Upselling and expansion | Quarterly business reviews | Contract negotiation | Customer retention | Salesforce | Forecasting | Stakeholder mapping | Churn analysis | Customer onboarding | Territory planning | Executive relationships

EDUCATION

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

CERTIFICATIONS

HubSpot Inbound Sales Certification | Salesforce Certified Administrator