JULIAN MERCER

BUSINESS DEVELOPMENT MANAGER

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PROFESSIONAL SUMMARY

Business Development Manager with 11+ years opening new markets and partnerships in logistics technology and industrial services. Identifies targets, structures deals, and works with sales, product, and legal to turn early conversations into signed revenue.

PROFESSIONAL EXPERIENCE

Senior Business Development Manager Jan 2022 - Present
Flexport, San Francisco, CA

- Built a partnership pipeline of 35 regional carriers and brokers, signing nine that now contribute $5.4 million in annual revenue.
- Opened the Southeast market by mapping 120 target shippers and closing the first 14 accounts within nine months.
- Negotiated revenue-share terms with customs partners alongside legal, reducing average deal turnaround from 11 weeks to seven.
- Attend four industry conferences a year and turn event conversations into 25 qualified meetings.
- Present quarterly pipeline and win-rate reviews to the vice president of sales to guide territory investment.
- Coordinate with product and operations to scope pilots with new partners, and six of eight pilots moved to full contracts.

Business Development Manager Aug 2017 - Dec 2021
C.H. Robinson, Eden Prairie, MN

- Won 26 new mid-market shipper accounts that generated $8.1 million in first-year freight revenue.
- Led a team of three business development associates and lifted the group's qualified-lead handoff rate from 38% to 52%.
- Wrote tailored proposals with pricing and service options, and raised proposal-to-win conversion from 17% to 24%.
- Introduced a trade-show follow-up routine that turned 15% of event contacts into scheduled discovery calls.
- Built an account scoring model with sales operations that ranked 400 prospects and focused outreach on the top 100.
- Worked with marketing on case studies for three signed customers, shortening later sales cycles by about two weeks.

Sales Representative Jun 2013 - Jul 2017
UPS, Minneapolis, MN

- Sold shipping and supply chain services to 150 local businesses and exceeded annual revenue quota in four of four years.
- Increased account revenue 19% by recommending freight and returns services to existing parcel customers.
- Kept a cadence of 40 outbound conversations a week and held pipeline coverage at three times quota.
- Prepared quotes and service agreements for 20 prospects a quarter with pricing support from finance.

CORE SKILLS

Partnership development | Market entry | Pipeline building | Deal structuring | Contract negotiation | Proposal writing | Territory planning | Lead qualification | Salesforce | Account planning | Competitive analysis | Stakeholder management | Forecasting

EDUCATION

B.S. in Marketing, University of Minnesota, Minneapolis, MN

CERTIFICATIONS

Certified Strategic Account Manager (CSAM) | Salesforce Certified Administrator