JULIAN MERCER

ENTERPRISE ACCOUNT EXECUTIVE

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PROFESSIONAL SUMMARY

Enterprise Account Executive with 8+ years closing complex, multi-stakeholder software deals with Fortune 500 buyers. Combines targeted prospecting, executive selling, and mutual action plans to win six- and seven-figure contracts and grow strategic accounts.

PROFESSIONAL EXPERIENCE

Enterprise Account Executive Apr 2023 - Present
Snowflake, San Mateo, CA

- Closed $4.1M in new annual contract value in the past year, finishing at 127% of an enterprise quota.
- Built a target account plan for 25 Fortune 1000 companies, creating $11M in qualified pipeline through executive outreach.
- Led a nine-month evaluation with a global retailer by aligning the CIO, data platform, and procurement on a mutual action plan.
- Partnered with solutions consultants and legal to shorten security and contract review from 11 weeks to 7.
- Presented a quantified value case to a global bank's executive committee, advancing a $2.3M expansion proposal.

Senior Account Executive Jun 2021 - Mar 2023
Workday, Pleasanton, CA

- Won a $1.8M competitive deal by building a quantified business case with the CFO and head of HR.
- Maintained rigorous forecasting with stage criteria, landing within 8% of commit in every quarter.
- Led executive business reviews for six named accounts, uncovering $2.4M in expansion opportunities.
- Negotiated multi-year terms and pricing with procurement and legal teams, closing renewals without discounts beyond approved bands.

Account Executive Jan 2020 - May 2021

- Sold human capital management suites to large enterprises, reaching 109% of quota across the first full year in the role.
- Coordinated cross-functional deal teams of up to eight people across presales, services, and partners.
- Qualified inbound and outbound opportunities against a defined framework, building $5M in pipeline during the year.

Account Executive Jul 2018 - Dec 2019
ServiceNow, Santa Clara, CA

- Managed a territory of 60 commercial accounts and closed $780K in new bookings during the first 18 months.
- Opened new executive relationships through referrals and events, sourcing 35% of own pipeline.
- Documented stakeholder maps and champions in CRM to support multi-threaded selling.
- Shadowed senior sellers on executive calls and applied their discovery methods to win two competitive deals against incumbent vendors.

CORE SKILLS

Enterprise sales | Executive selling | Strategic prospecting | Account planning | Mutual action plans | Value selling | Contract negotiation | Procurement navigation | Multithreading | Forecasting | Salesforce CRM | MEDDPICC | Competitive positioning | Business case development

EDUCATION

B.A. in Economics, University of Southern California, Los Angeles, CA

CERTIFICATIONS

MEDDPICC Certified Practitioner | Challenger Sales Certification