JULIAN MERCER

SALES DIRECTOR

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PROFESSIONAL SUMMARY

Sales Director with 16+ years in enterprise technology sales, leading regional teams of 40 representatives and managers and owning a $62 million annual number. Builds teams through hiring, coaching, and pipeline discipline, and partners with marketing and product on go-to-market plans. Grew revenue every year as a leader.

PROFESSIONAL EXPERIENCE

Regional Sales Director, Commercial Feb 2022 - Present
Dell Technologies, Round Rock, TX

- Lead four sales managers and 38 account executives and own a $62 million annual revenue plan across the southwest region.
- Grew regional revenue 17% in 2025 by reallocating territories and moving two top managers to larger account segments.
- Reduced voluntary rep attrition from 22% to 13% by overhauling onboarding and adding a 90-day coaching plan for every new hire.
- Built a weekly pipeline inspection that raised forecast accuracy from 82% to 94% and gave finance an earlier read on the quarter.
- Partnered with marketing and product to launch a storage and server refresh campaign that produced $9 million in pipeline.
- Present quarterly business reviews to the vice president and recommend headcount and investment changes.
- Interview and select finalists for open sales roles, hiring nine representatives in two years with an average ramp to quota of five months.

Senior Sales Manager Jun 2018 - Jan 2022

- Managed 12 account executives selling infrastructure and PCs to mid-market customers, attaining 109% of a $14 million target.
- Promoted three representatives to manager or senior roles through structured deal reviews and stretch assignments.
- Introduced a call coaching program with recorded calls, lifting average win rates from 24% to 29%.

Sales Manager Jan 2015 - May 2018

- Led a team of eight inside sales representatives and finished over quota in 10 of 12 quarters.
- Set up daily huddles and call blocks that lifted team outbound activity by 25% without adding headcount.

Senior Account Executive Jan 2012 - Dec 2014

- Sold servers, storage, and services to mid-market accounts, achieving an average of 115% of quota over three years.
- Won a $2.3 million multi-year refresh by coordinating pre-sales engineers, finance, and the customer's IT team.
- Ranked in the top 10% of the commercial team in each of the last two years as an individual contributor.

Account Executive Jul 2010 - Dec 2011
Hewlett-Packard, Austin, TX

- Built a pipeline of small business accounts through cold calls and events, closing $1.6 million in first-year revenue.
- Learned product configuration and quoting tools and shortened proposal turnaround from two days to the same day.

CORE SKILLS

Sales leadership | Forecasting and pipeline management | Hiring and onboarding | Coaching and performance management | Territory and quota design | Go-to-market planning | Enterprise and mid-market selling | Salesforce CRM and analytics | Compensation plan design | Executive stakeholder management | Budget and headcount planning | Cross-functional partnership | Deal strategy and negotiation

EDUCATION

Bachelor of Business Administration, Texas State University, San Marcos, TX

CERTIFICATIONS

Salesforce Certified Administrator | B2B Sales Force Strategy & Effectiveness in the Digital Age, Kellogg Executive Education