JULIAN MERCER

SALES ENGINEER

San Francisco, CA | (415) 555-0148 | julian.mercer@email.com | linkedin.com/in/julianmercer

PROFESSIONAL SUMMARY

Sales Engineer with 6+ years running technical discovery, demonstrations, and proofs of concept for enterprise software buyers. Partners with account executives to turn technical requirements into clear value, win evaluations, and hand customers a smooth start.

PROFESSIONAL EXPERIENCE

Senior Sales Engineer Mar 2022 - Present
Datadog, New York, NY

- Support four account executives on enterprise deals, running discovery calls and tailored demonstrations for engineering and security leaders.
- Ran 18 proofs of concept in a year with clear success criteria, winning 12 and shortening average evaluations to five weeks.
- Contributed technical answers to 30 security questionnaires and RFPs, helping the team keep a 40% win rate on formal bids.
- Created a reusable demo environment and scripts that cut demo preparation from three hours to under one.
- Supported deals worth $6.4M in closed business last fiscal year and mentored two newer engineers on discovery technique.
- Presented at two customer events on observability best practices, generating about 35 qualified follow-up conversations for sales.
- Documented competitive differences against three rival platforms in a battlecard the whole sales team uses in evaluations.

Sales Engineer Jun 2020 - Feb 2022
Splunk, San Francisco, CA

- Delivered live demonstrations to mid-market and enterprise prospects, translating log and security use cases into business outcomes.
- Mapped customer architectures and integration needs in discovery workshops, flagging risks that account teams addressed before pricing.
- Built a custom dashboard proof of concept for a financial services prospect that helped close a $480K first-year deal.
- Gave product feedback from 25 customer conversations to the product team, and three requests entered the roadmap.
- Ran 14 proof-of-concept engagements with written exit criteria, winning nine and cutting average evaluation time to six weeks.
- Built and maintained a library of demo datasets for security and IT operations use cases that colleagues reused in 40 sessions.
- Joined weekly pipeline calls with account executives to qualify technical fit and flag deals needing deeper evaluation.

CORE SKILLS

Technical discovery | Product demonstrations | Proofs of concept | Solution architecture | RFP responses | Security questionnaires | API integrations | Cloud infrastructure | SQL | Python | Salesforce | Gong | Value selling | Technical presentations | Competitive positioning

EDUCATION

B.S. in Computer Science, Rensselaer Polytechnic Institute, Troy, NY

CERTIFICATIONS

AWS Certified Solutions Architect - Associate | Certified Sales Engineer (CSE) Credential