

REBECCA HENNINGER

Enterprise Technology Sales | Fortune 500 Global Accounts

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Exceeding \$50M Quotas YoY

Building & Managing Global Relationships | Direct & Channel Partner Sales

Leading Global Planning & Go-to-Market Strategy for Multimillion-Dollar Sales Campaigns

Perennial top performer who delivers predictable revenue; negotiates with CXO/SVP/VP leaders to close multimillion-dollar, multi-year deals without intervention; and navigates complex global relationships through disciplined, high-touch account planning, strategy, and management. Builds strategic relationships and drives go-to-market strategy in large, complex organizations.

Strengths & Qualifications

- Executive/CXO Relationships
 - Negotiations & Closing
 - Go-to-Market Planning
 - Creating Opportunities
 - Global Sales Strategy
 - Value-Based Selling
 - Complex Sales Cycles
 - C-Suite Presentations
- Accounts Managed:** Alphabet, Google LLC, Waymo, Nest, Verily Life Sciences, NVIDIA, Mellanox, Xilinx, GLOBALFOUNDRIES, Microsoft, Oracle, Playground Global, Rambus, and PA Semi
- Sales Accolades:** 2X Global Salesperson of the Year | 2X North America Salesperson of the Year | Presidents Club | 8X Top 50 | Over Quota 18/20 Years
- Deal Highlights Include:** \$50M+ SW contract • Multiple \$20M+ HW contracts at various accounts • \$5M+ IP contracts • \$3M+ services contracts

SALES LEADERSHIP HISTORY

SYSTEMS, Bay Area, CA | NYSE: ABCD – Software, Hardware & IP for Electronic Design

2000 – Present

Sales Executive II, Global Focus Accounts (2012 – Present)

As part of elite focus account sales team, set global strategy for CEO-appointed accounts with bottom-line shareholder and revenue impact. Frequently brief Cadence executive team, align with Cadence BU heads, and engage CXO/SVP/VP client stakeholders. Influence indirect teams of 15–20, providing guidance and direction to country-level sales, technical sales, and application sales engineers on 3 continents. Exceed quotas of \$50M annually while concurrently sustaining wallet share dominance in hardware.

- **Shattered goals by as much 100% each year:** 166% (2012), 147% (2013), 113% (2014), 138% (2015), 168% (2016), 231% (2017), 237% (2018), 146% (2019), and 201% (2020).
- **Recognized for exceptional management of strategic accounts** (5% of total company revenue) valued at \$100M+ in new business and renewals in 1 year—without escalations—via attention to detail and creativity in growing deals.
- **Achieved 8X growth in software commitments**, driving shareholder value and accelerated time to market for clients.
- **Developed hardware portfolios that consistently rank #1 or #2 companywide**, partnering with technical and executive stakeholders on integration of datacenter-class hardware for various customers.
- **Progressively grew relationships, delivering revenue increases of 20X**, navigating global teams across Bay Area, India, and Asia-Pac to identify and persuade decision-makers, up to and including CEOs.

Sales Executive I, Global Accounts (2006 – 2012)

Promoted to manage relationships globally with high-visibility multinationals, setting and driving execution of sales strategy for accounts. Led annual account reviews and set/presented strategic plan to executive team, including CEO. Exceeded quotas of \$20M+ annually.

SYSTEMS, Bay Area, CA – Sales Executive, Global Accounts*...Continued*

- **Outpaced \$20M quotas by 100%:** 175% (2007), 110% (2009), 125% (2010), 158% (2011).
- **Secured contract for \$20M+ in emulation hardware and \$14M in software,** representing one of the longest contracts at Cadence to date.

Sales Account Executive, North American Major Accounts (2002 – 2006)

Set strategy and tactics for major accounts, driving revenue growth and share expansion as point person for business-critical relationships. Met and/or overachieved quota each year.

- **Exceeded targets annually,** closing at 171% of \$13M quota in 2005 and 152% of \$20M quota in 2006.
- **Developed \$20M + opportunity,** gaining CXO buy-in internally and within client organization for landmark deal.
- **Expanded market share within key accounts,** negotiating multi-year contracts for both services and sales.

Account Manager, SF Bay Area (2000 – 2002)

Managed entire sales lifecycle, from identifying targets and cultivating relationships to opening 7-figure net new business. Focused on start-up and VC-backed growth stage opportunities.

- **Closed 7-figure deals** with fast-growth start-ups through value selling approach; highlights include \$5M and \$2.1M contracts.
- **Won North America Rookie of the Year** for top performance out of 10 new sales representatives.

ENTERPRISE NETWORKS, Bay Area, CA | Unified Communications, Network Infrastructure, & Security**Account Executive**

1996 – 1999

Met or exceeded target each year, selling enterprise networking / PBX solutions and advanced call center hardware / software systems to major accounts.

MICROSYSTEMS, Silicon Valley, CA | Pioneer in Server, Storage, & Hardware**Inside Sales, Services Division**

1994 – 1996

Gained foundational experience in prospecting, lead generation, and overcoming objections in high-volume inside sales environment. Made upwards of 100 calls daily to transition cold leads into warm prospects.

EDUCATION**STATE UNIVERSITY, Bay Area, CA****BA in Communications**