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Top Skills

Sales

Sales Management

Retaining Customers

Nicolas Marr

Director of Enterprise Sales at Wrike
San Diego

Summary

A strategic sales leader within the SAAS space that knows how to identify and capitalize on core opportunities through strategic and technical planning, business development, relationship management, and solutions-based sales methodologies.

- ◆ Lead and Managed top performing teams from FY12-FY19, exceeding goals to win multiple division sales contests and awards.
- ◆ Assess sales operations; identify opportunities to improve on production; develop action plans; develop metrics to measure progress toward sales objectives; and motivate sales management and staff to fully realize their potential as individuals and as teams.
- ◆ Develop processes that facilitate sales from lead buy status through generating referrals from satisfied customers; build sales staff skills to ensure optimal conversion of leads.
- ◆ Leverage all internal & external resources including sales, delivery, sales support teams and company partners to develop the highest quality solution to the client's need.

Experience

Wrike

Director of Enterprise Sales, North America
November 2019 - Present (10 months)
Greater San Diego Area

Reliant Funding

Director of Sales - FinTech
November 2017 - November 2019 (2 years 1 month)
Greater San Diego Area

Velocify

National Sales Manager

April 2017 - November 2017 (8 months)

Greater Los Angeles Area

- Lead a team of Enterprise Technology Account Executives covering North America.
- Responsible for multi-million dollar budget each quarter.
- Work closely with marketing teams, account managers and sales engineers to ensure Velocify achieves quarterly & annual targets.
- Develop and implement a comprehensive strategy that maximizes Velocify's opportunities across all products and product lines.
- Work closely with Velocify recruiting to interview, hire, and build sales teams.
- Create product, sales, and business function training programs.
- Oversee and implement marketing campaigns that align to business need.
- Responsible for coaching, performance management, and career development of staff.

Oracle

Application Sales Manager

November 2016 - April 2017 (6 months)

Santa Monica

- Senior Account Executive selling PaaS, SaaS and IaaS within Oracle's Application Technology Division for North America Sales.
- Responsible for multi-million dollar budget each quarter.
- Work closely with marketing teams, account managers and sales engineers to ensure Oracle NAS achieves quarterly & annual targets.
- Develop and implement a comprehensive strategy that maximizes Oracle's opportunities across all products and product lines.
- Oversee and implement marketing campaigns that align to business need.

National Funding

Sr. National Sales Manager

October 2014 - November 2016 (2 years 2 months)

Greater San Diego Area

As National Sales Manager, Nicolas reports directly to the Vice President and the CEO of National Funding. Leads a team of 10 to 15 sales representatives originating 2.5+ million dollars in more than 100 new business acquisition loans per month. Responsible for management of key strategic partnerships with external lenders. Maintains all inter organizational relationships with other departments, specifically the credit and underwriting departments.

ANNUAL SALES RESULTS

- ▷ FY2014: Finished at 136% of Target
- ▷ FY2015: Finished at 156% of Target
- ▷ FY2016: Finished at 140% of Target

Other responsibilities include on boarding, payroll, training, coaching, mentoring, termination and team morale.

Extensive CRM experience and training, including Salesforce and Talisma.

Stryker

Key Account Executive

November 2013 - October 2014 (1 year)

San Antonio, Texas Area

Medical devices sales representative specialized in minimally invasive spinal surgical procedures, specifically vertebral augmentation and radio frequency ablation. Familiar with all aspects of operating room based sales. Attended extensive training to function as a member of the operating room team. Responsible for conducting face-to-face meetings with prospective physicians/surgeons to facilitate future sales.

Graduated third in class during sales and operating room training out of a class of 54 peers.

Zovio

3 years 4 months

Director of Sales

July 2012 - November 2013 (1 year 5 months)

Initially hired as an Admissions Sales Representative, where ability to generate appointments and gain commitment through professional presentations resulted in advancement into management. Exceeded performance expectations by such large margins that promotions came in record time. Within three months of promotion, led sales team to #1 among 147 teams encompassing over 2000 reps. This, in turn, led to a Directorship promotion. In spite of management achievements, personal job satisfaction was never higher than in the first year when direct sales abilities far exceeded expectations at both Regional and National levels.

- Ranked #1 in a 10 sales team region, resulting in a substantial increase in salary.
- Received a company-wide award for generating 40% of business through referrals.
- Set an organizational record for customer retention at 92%.

National Sales Manager

August 2011 - July 2012 (1 year)

Exceeded enrollment and retention budgets.

Measured data weekly to ensure Admissions Sales Reps were meeting quantitative goals.

Created initiatives such as effective call strategies, database management concepts, organized retention tracking tools and provided trainings in all areas to increase productivity.

Provided trainings for mid level management to increase efficiencies.

Specifically coached managers on time management, organization, staff engagement and CRM database management.

Responsible for staff engagement. Specialized in staff retention by creating a fun, yet highly driven team focused on results.

National Account Executive

August 2010 - August 2011 (1 year 1 month)

Selling proprietary educational software through cold calling to perspective college students. Responsible for enrollment and retention metrics and statistics which were achieved through 200-300 active prospecting phone calls per day.

US Army

US Army Deep Sea Diver

May 2004 - May 2008 (4 years 1 month)

As an Army Diver, I was part of an extraordinary brotherhood. My team journeyed anywhere from the darkest depths of the world's oceans to the fast moving rivers of the Middle East. Accomplishing a number of tasks only few can perform. All with the focus to achieve.

-Performed a variety of diving salvage operations and special diving duties worldwide

-Played a vital role in construction and demolition projects

-Executed search and rescue missions

-Supported military and civilian law enforcement agencies

- Served as the technical experts for diving evolution's for numerous military units
- Provided security, communications and other logistics during Expeditionary Warfare missions
- Carried out routine ship maintenance, including restoration and repair

Education

California Maritime Academy

Bachelor of Arts; Global Studies and Maritime Affairs, Marketing / Trade Policy / Logistics / Maritime Security · (2008 - 2010)