Ryan Griffin
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Professional Summary

Customer-focused SaaS professional with 13 years of experience in client success, full-cycle sales, and solution consulting. Experienced with building long-term relationships, guiding clients through onboarding, adoption, renewals, and identifying expansion opportunities. Passionate about providing exceptional customer experiences by collaborating with cross-functional teams, both internally and externally, to deliver strong business outcomes.

Education

University of St. Thomas, B.A. Marketing Management – Class of 2012

Success Stories

https://ryancgriffin.com/success-stories

Core Competencies

Client Relationship Management, SaaS Customer Lifecycle, Upsell & Cross-sell Strategy, Adoption & Retention Programs, Stakeholder Engagement (C-Suite, Legal, IT, Ops), Data-Driven Decision Making, Contract/Proposal Negotiation.

Sales Training

Received sales training from Sandler, John Barrows, Salesbuzz.com, and follow sales methodologies MEDDICC/MEDDPICC.

Experience

Senior Enterprise Account Executive | Activated Insights June 2024 – Present

- Responsible for net new acquisition sales and upselling/cross-selling existing customers.
- Manage full sales cycle; cold calling to source my own leads, running my own demonstrations, closing opportunities.
- Partner with HR and Operations leaders in senior care to implement and drive adoption of employee and resident engagement platforms.
- Create cost-justified business cases and usage plans that reduce turnover and improve resident and employee satisfaction.
- Collaborate with product and support teams to drive customer feedback loops and enhance platform experience.
- Maintain account penetration plans, account health metrics and forecasts in Salesforce.com CRM.

Account Executive | Foxbox Digital September 2023 – April 2024 (6 months)

- Acted as strategic advisor to clients exploring AI and Digital Product Development.
- Owned post-sale relationship by collaborating with project management on delivery, engaging with engineering team on customer feedback, and aligning with executive leadership on priority roadmap.
- Provided consultative guidance and scope management through implementation and beyond.
- Maintained account penetration plans, accurate account health metrics and forecasts in HubSpot CRM.
- Part of RIF: Manager is available for reference call.

Enterprise Account Executive | Nasuni July 2021 – April 2023 (1 year, 10 months)

- FY2021 Rookie of the Year, 125% to quota.
- Net new acquisition sales with a focus on Enterprise Accounts (+2,500 employees).
- Partnered with IT Leaders to align on business case that would reduce storage footprint and file collaboration limitations.
- Built out highly customized ROI breakdowns based on replacing incumbent provider and/or competitive options.
- Evangelized our Cloud File Storage platform with Channel Partners and Cloud Alliances such as AWS, GCP, Azure.
- Maintained account penetration plans, activity, and forecasts in Salesforce.com CRM.
- Part of RIF: Manager is available for reference call.

Account Executive | Arctic Wolf December 2019 – July 2021 (1 year, 8 months)

- FY2020 180% to quota, Presidents Club achiever.
- Net new acquisition sales with a focus on Commercial Accounts (Under 500 employees).
- Partnered with IT Leaders to align on business case that would strengthen security posture and mitigate risk.
- Conducted in-depth analysis of competitive landscape to differentiate our offerings.
- Fostered existing channel partner relationships and recruited new partners, enabling them to sell our SaaS offering to their client base.
- Maintained account penetration plans and activity in Salesforce.com CRM, and forecasts in Clari.

Enterprise Account Executive | Arcserve June 2016 – December 2019 (3 years, 7 months)

- FY2018 – 82% to quota -- $613,000 closed/won.
- FY2019 – 152% to quota -- $1.4m close/won.
- FY2019 Presidents Club.
- #1 Sales Rep in North America FY2019.
- #2 in Cloud Sales globally FY2019.
- Command of the Sale Award Q3 FY2019.
- Responsible for Net New Acquisition Sales and Up-Selling/Cross-Selling existing customers.
- Managed complex customer relationships through pre- and post-sale engagement.
- Led account expansion efforts via consultative cross-selling and usage analysis.

- Partnered with IT Leaders to align on business case that would provide a comprehensive business continuity plan.
- Fostered existing channel partner relationships and recruited new partners, enabling them to sell our SaaS offering to their client base.
- Maintained account penetration plans, account health metrics and forecasts in Salesforce.com CRM.

Business Development Representative | Anaplan July 2014 – June 2016 (1 year, 11 months)

- 115% over quota since start date.
- Managed my respective territory by supporting Account Executives to bring in new business via cold calling, email campaigns, webinars, events, etc.
- Developed relationships with key stakeholders in Global 2000 accounts, understanding their pain points and objectives, and driving the Anaplan value proposition.
- Designated ‘Team Lead’ on the Minneapolis SDR team due to my leadership, in-depth knowledge of Salesforce.com and other various tools we use.
- Managed account activity in Salesforce.com CRM.

Account Manager | Supernal Software December 2013-May 2014 (6 months)

- Achieved quota during ramp period.
- Managed complex customer relationships through pre- and post-sale engagement.
- Led account expansion efforts via consultative cross-selling and usage analysis.
- Partnered with executive leadership at Banks & Credit Unions to align on business case that would provide a comprehensive risk management program.
- Maintained account penetration plans, account health metrics and forecasts in Salesforce.com CRM.

Business Development Representative | Infor October 2012-December 2013 (1 year, 3 months)

- 126% over quota since start date.
- Managed my respective territory by supporting Account Executives to bring in new business via cold calling, email campaigns, webinars, events, etc.
- Developed relationships with key stakeholders in Fortune 1000 accounts, understanding their pain points and objectives, and provided insight on how to lower HR costs and improve HR service delivery by utilizing our SaaS solutions.
- Managed account activity in Salesforce.com CRM.