

# Austen (AJ) Siebert

Account Executive

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Clayton, GA

## PROFESSIONAL SUMMARY

Results-driven sales professional and former collegiate athlete with 16+ years of experience building new business, expanding territories, and driving multimillion-dollar revenue growth across technology, retail, and service industries. Proven success in prospecting, developing client relationships, and closing complex deals while consistently exceeding quota. Skilled at consultative selling, territory development, and aligning solutions to customer needs. Recognized for competitive drive, strategic execution, and the ability to build trust with clients and cross-functional teams.

## SKILLS

Prospecting & Lead Generation

Sales Presentations

Negotiation & Closing

Objection Handling

CRM

Key Account Relationship Building

Sales Process Management

New Market Development

Coaching & Mentorship

Team Leadership

Business Process Improvement

Operations Management

## EXPERIENCE

### PRESIDENT, Clayton, GA

Seafort Business Group, May 2024-Present

- Founded and launched two successful retail operations within a year.
- Built business plans, secured vendor relationships, negotiated contracts, managed build-outs/remodels, and hired/trained 18 staff members for both ventures.
- Oversaw day-to-day operations, financial performance, marketing, and customer experience.
- Increased MoM sales by 137% in June and 34% in July at Claws and Paws Pet Boutique and Spa.
- Produced 110% of sales target in July for Boles Market. On track for 120% in August.
- Implemented plan to decrease expense structure by 23% for Claws and Paws and 14% at Boles Market.
- Actively evaluate and perform due diligence on new investment opportunities for the family office portfolio.

### SENIOR ACCOUNT EXECUTIVE, Remote, Texas Territory

VC3 / ThinkGard, September 2021-May 2024

- First sales hire for Texas, tasked with establishing and expanding the company's IT and cybersecurity services presence across the state.
- Won the Pioneer Award in the year 2023 for most growth in a new market.
- Closed the largest account in the Texas territory, resulting in over \$720,000 in total contract value.
- Built Texas territory from the ground up, securing multiple municipal and county contracts and generating close to \$1M in new annual revenue.
- Developed territory growth strategies to penetrate accounts with key decision-makers.

- Consistently generated over 100% of weekly sales activity targets and quarterly revenue goals.
- Built key relationships via cold calls, site visits, networking events, and trade shows.
- Collaborated with technical teams to ensure smooth implementation and client satisfaction.
- Established relationships with customer base to enhance long-term working partnerships.

### **SALES MANAGER, Southlake, TX**

Discount Roofing, August 2020–September 2021

- Hired, trained, and managed a 3-person sales team, tracking daily activity to drive results.
- Negotiated contracts and closed deals while overseeing team performance.
- Personally produced over \$615K in revenue in first year before departure.
- Exceeded revenue goals by 128%.

### **SALES MANAGER, Dallas, TX**

SimpleFiber Communications, June 2019–June 2020

- Managed a 4-person sales team, establishing daily activity goals and coaching to improve productivity.
- Introduced internal order management processes and sales processes to drive growth.
- First full-time sales hire; reached sales target within first 60 days and exceeded goal by 150%, providing proof-of-concept for investor-backed expansion.
- Maintained over 100% quota while building and managing the sales team.

### **ENTERPRISE ACCOUNT EXECUTIVE, Coppel, TX**

Charter Communications, August 2016–June 2019

- Consistently exceeded quota; finishing at 111% of target in Q1 2019 before departure.
- Conducted in-depth needs assessments to identify business challenges and pain points for enterprise clients.
- Delivered clear and concise presentations effectively communicating solution value to executive audiences.
- Developed and cultivated strong relationships with key C-level decision-makers within enterprise accounts.

### **SALES MANAGER, Dallas, TX**

Sewell Automotive Company, November 2014–August 2016

- Managed expenses, inventory, and merchandising for #1 Cadillac dealership in global sales (2015).
- Designed and implemented sales incentives and coached team to exceed goals.

### **TRAINER & RECRUITER, Dallas, TX**

Sewell Automotive Company, November 2011–November 2014

- Reached the top 10% of sales associates in my first year.
- Selected out of 200 sales associates to be promoted in head sales training role after selling 130 vehicles in first 9 months, earning the team 20 award multiple times, and achieving a 98.4% Customer Satisfaction Index.
- Directed college recruiting efforts, managed summer internship program for 40+ interns, and taught 5-day sales training to 170+ associates.

## **EDUCATION**

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### **BBA IN FINANCE, ENTREPRENEURIAL MANAGEMENT, Fort Worth, TX**

Texas Christian University, December 2009