

LUKE EDWARDS

Denver, CO

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PROFESSIONAL SUMMARY

Results-driven sales professional with 5+ years of experience across SaaS, technical solutions, and operational leadership. Proven self-starter with a track record of driving revenue growth, exceeding targets, transforming operations, and building long-term client relationships through consultative, data-informed selling.

PROFESSIONAL EXPERIENCE

Wowza — Denver, CO (Hybrid)

Senior Account Executive |

March 2025 – Present

- Own the full sales cycle for technical streaming and SaaS solutions, consistently generating high-quality pipeline through outbound and inbound efforts.
- Leverage AI tools to enhance prospecting, personalize outreach, and accelerate deal velocity.
- Utilize Salesforce, Gong, and LinkedIn Sales Navigator to drive data-informed strategy, opportunity tracking, and pipeline forecasting.
- Apply MEDDPICC and Challenger Sales methodologies to close complex, technical mid-market and enterprise deals.

Daxko — Birmingham, AL (Remote)

Sales Client Executive – Nonprofit |

September 2023 – March 2025

- Surpassed monthly quota of \$30K MRR; on pace to exceed annual goal by 28%.
- Maintained a 60% contact-to-contract close rate through strategic, consultative selling.
- Sold CRM and operations software using MEDDPICC methodology within a Salesforce-based sales stack.
- Developed deep domain knowledge of nonprofit operations and compliance needs, positioning software as mission-critical and value-driving.

RingCentral — Denver, CO (Remote)

Business Development Representative – Majors |

April 2021 – July 2023

- Exceeded quota by 20% quarter over quarter through TAM-driven outbound prospecting and strategic outreach.
- Analyzed client telecom stacks to uncover needs and surface high-impact solutions for major-market accounts.
- Qualified and closed new major-market business through targeted, value-based engagement.

iO Fitness – Personal Training — Denver, CO

Owner / Founder |

July 2020 – June 2022

- Built a personal training business from zero to a full book of clients.

- Conducted in-depth discovery to understand client goals, constraints, and success metrics, designing customized programs with measurable outcomes.
- Maintained a 65% client re-sign rate by delivering consistent results and fostering long-term relationships.
- Managed 45+ weekly sessions across Zoom, in-home, and gym settings, requiring strong scheduling, communication, and operational discipline.
- Led all aspects of the business, including pipeline generation, client management, retention, upsells, financials, and service delivery.

Stonebridge Builders — Arvada, CO

Vice President of Operations |

May 2017 – June 2020

- Transformed operations and technology stack, increasing net profit margin from 0.03% to 9% within 18 months.
- Directed development of internal software for estimating and project tracking, improving accuracy, transparency, and resource utilization.
- Implemented cloud-based tools to streamline cost control, scheduling, and resource planning.

EDUCATION & CERTIFICATIONS

Master of Business Administration (MBA) — Colorado State University | May 2017

Graduate Certificate – IT Project Management — Colorado State University | May 2017

Bachelor of Science – Business Administration — SUNY Brockport