

# ISABEL ADAN

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## BILINGUAL SENIOR ACCOUNT MANAGER

With over 6 years of experience in high-impact technology B2B sales, I bring a proven track record of connecting companies through innovation solutions such as PLM, IoT/ IIoT, Augmented Reality, and Mixed Reality. I possess a proven track record of driving revenue growth, managing key accounts, and leading high-performance sales teams in a challenging and progressive environment. My goal is to utilize my strategic planning abilities, customer relationship management skills, and passion for innovation to increase sales performance and contribute to the company's overall success in both English & Spanish speaking market.

## SKILLS

Account Management | Sales Operations | New Business Development | Direct Sales | Sales Process | Cloud Computing | Enterprise Software | Solution Selling | SaaS Artificial Intelligence | Process Automation | Customer Relationship Management | Onboarding | Machine Intelligence | Sales Targets | Time Management | Software as a Service | Selling Techniques | CRM Technical Specifications | Prospecting | Cold Calling | Relationship Management | Relationship Building | Lead Generation | Sales Management | Industrial Internet of Things

## EXPERIENCE

### **Transitions Technologies, Senior Account Manager, Nov. 2022 - Present**

- Achieved \$250,000 in IoT revenue in CY22 Q4 and \$400,000 in CY23 Q1 to Q3, contributing to overall revenue growth.
- Strategized, identified customer challenges, and aligned software and services solutions, resulting in a 15% increase in market share and revenue growth.
- Led the successful implementation of a lead generation program, resulting in a 20% boost in sales revenue during the first year.
- Drove new business development and growth in North America by leveraging resources to architect adoption and technical roadmaps.
- Expanded partner knowledge and onboarding processes.
- Executed a direct sales-to-customer strategy by prospecting through lead generation, marketing, and customer case studies.

### **Avaya, Cloud Account Manager, Sep. 2021 – Nov. 2022**

- Increased sales revenue by 20% and market share by 15% within the first year of employment, totaling \$1.5M USD in revenue.
- Led the full sale cycle by facilitating lead qualification to boost adoption and usage of Cloud, UCCaaS, and CCaaS solutions.

- Structured and delivered personalized demos/presentations, quote proposals, and closed sales, taking consideration VOIP technical specifications.
- Implemented business development initiatives by conducting customer research, product review, and proposal development using the BANT/ MEDDIC technique.
- Conducted high-level discovery calls with C-level executives, employing solution selling techniques to maximize revenue growth with existing clients.

**Bank of America, Business Relationship Manager, Sep. 2018 – Aug. 2021**

- Exceeded sales targets by 108% in small business banking products, generating business sales revenue exceeding \$20M USD annually.
- Managed a diverse range of middle-market clients with revenues exceeding \$50 million.
- Qualified new business leads and identified financial opportunities to nurture and cultivate existing relationships.
- Demonstrated proficiency in effective communication, planning, execution, and management of clients' sales cycles.
- Implemented principles of accounting and finance to support their business goals.

## EDUCATION

**Georgia State University**

Bachelor of Business Administration in Marketing, 2021

## LANGUAGES

**Spanish**

**English**