

RED CHARLES

Enterprise Account Executive · SaaS · Fintech · AI · Full-Cycle Sales

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Florida · Open to Relocation

KEY METRICS

\$24M Largest Deal Closed	142% Quota Attainment	80% Conversion Rate	\$750K+ Revenue Generated	10+ Years in Sales	3 Products Built from \$0
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SUMMARY

Enterprise AE with 10+ years closing **\$100K–\$24M deals** across fintech, SaaS, and AI. Consistent quota overachiever (**142% Q4-FY21**), award-winning content creator, and founder of two consumer tech products built from \$0. Proficient in **Salesforce, Outreach, HubSpot, Apollo, Gong, Clay**; open to relocation.

EXPERIENCE

Founder & CEO — DevBlDR · AI & MVP Development Agency

2025–Present

🌐 devblDR.com · Remote

- ▶ Own full sales cycle closing **\$5K–\$10K+ contracts**; 50+ AI-integrated MVPs shipped to YC, Product Hunt & Hacker News founders
- ▶ Built & launched **NectrSkin.com** (D2C skincare e-commerce) and **Inkspire.kids** (AI EdTech platform) from \$0 — full GTM ownership including product, storefront, marketing & fulfillment
- ▶ Produced marketing, UGC & explainer video content driving brand growth and inbound pipeline across both products
- ▶ Leveraged **Apollo, Clay, HubSpot** for outbound sequencing; managed CRM pipeline from cold outreach to signed contract


Account Executive — Equity Accord Management

2022–2025

Private Equity · Florida

- ▶ Led **\$24M acquisition deal** end-to-end across complex multi-stakeholder buying committee — negotiation, due diligence & close
- ▶ **80% conversion rate** using BANT qualification methodology; 35% improvement in opportunity rates through refined discovery process
- ▶ 30% boost in client referrals through strategic partnerships; full contract negotiation & financial modeling ownership
- ▶ Managed enterprise deals ranging **\$100K–\$24M**; maintained accurate forecast in Salesforce across a 6–18 month sales cycle

SaaS · Modern Data Stack · Remote

 **1st Place — Company-Wide Hack Day:** Built whiteboard explainer video adopted by sales, marketing & growth teams → **35% lift in opportunity rates, 20% conversion boost.**

Featured publicly by Mozart Data: [Company Post](#) · [Red's Post](#)

- ▶ **142% quota attainment Q4-FY21;** 118% Q3-FY21 — grew SQLs 25% quarter-over-quarter
- ▶ Onboarded & coached 10 SDRs; drove immediate **15% performance lift** through structured ramp program and daily coaching
- ▶ Redesigned outbound cadences in Outreach; implemented multi-channel sequences (email, LinkedIn, cold call) driving 40% reply rate improvement

Senior B2B Sales Account Manager — GrowWise Capital



2019–2021

Fintech · Lending & Capital · Florida

- ▶ Onboarded **55 enterprise clients**; generated **\$400K+ revenue**; exceeded monthly quotas by 20% consistently
- ▶ 30% boost in referral pipeline via strategic channel partnerships; drove 25% increase in sales profitability
- ▶ Managed full cycle from prospecting to close in a regulated fintech environment; maintained compliance-first client communication

Prior: Enterprise healthcare sales — BabyNoggin & iRemedy (2014–2019) · Details available on request

PROJECTS BUILT FROM \$0

<p> NectrSkin.com</p> <p>D2C skincare brand — product sourcing, e-commerce storefront, full GTM strategy, content marketing, and fulfillment built from scratch. Demonstrates brand building, customer acquisition, and e-commerce sales.</p> <p>E-commerce GTM D2C</p>	<p> Inkspire.kids</p> <p>AI EdTech SaaS platform — children write stories; AI generates animated films & hardcover books. Full product, subscription model, GTM & marketing ownership. Demonstrates AI product sales & founder credibility.</p> <p>AI SaaS Subscription</p>
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SKILLS & TOOLS

Sales Competencies

Full-Cycle Enterprise Sales · BANT · Cold Calling · Discovery & Demo · Multi-Stakeholder Negotiation · Pipeline Management · Playbook Design · GTM Strategy · Account Expansion

Tools & Platforms

Salesforce · HubSpot · Outreach · Apollo · Gong · Clay · LeadIQ · LinkedIn Sales Navigator · WordPress · Shopify · Notion

Verticals

Fintech · SaaS · AI / ML · E-commerce · EdTech · Healthcare · Private Equity · Modern Data Stack

EDUCATION & CERTIFICATIONS

University of South Florida

Elevate SaaS Sales Bootcamp — Top 1% Graduate · 160 qualified appointments booked in 60 days · 2021

LEADERSHIP & COMMUNITY

- ▶ **#1 Ranked Volunteer Head Coach** — Space-Coast Lightning 6th Grade Basketball (2023–Present)
- ▶ Campaign Leader — Parks for Children Community Initiative (2018–2023)