

JOHN KAYL

Austin, Texas, 78701 | 512-290-1669 | john@johnkayl.com | linkedin.com/in/jkayl | https://johnkayl.com

"My Territory. My Revenue Target. Our Brand to Build."

ENTERPRISE ACCOUNT EXECUTIVE

ENTERPRISE SALES EXCELLENCE | MEDDPICC | HIGH-PERFORMANCE MINDSET

CAREER SUMMARY– Enterprise Account Executive with a 14-year track record of net-new logo hunting and expansion across cybersecurity, cloud, and analytics platforms. Disciplined MEDDPICC operator who commands complex, multi-threaded enterprise cycles from discovery to commercial close. Documented 2x President's Club winner, highlighted by generating \$1.5M ARR (125% of quota) at Microsoft and a landmark \$3.2M competitive displacement at Tableau.

KEY ACHIEVEMENTS:

- ✓ 14 Years in Enterprise SaaS - Cybersecurity, cloud, and analytics across regulated and enterprise markets
- ✓ \$3.2M Flagship Win - 170% of quota and 2x President's Club finishes [Tableau & RSA]
- ✓ Disciplined Pipeline Operator - 95% forecast accuracy maintained on 3.5x+ pipeline coverage

CORE STRENGTHS & COMPETENCIES

Sales Execution: MEDDPICC ♦ Command of the Message ♦ Consultative Selling ♦ Outbound Prospecting ♦ Pipeline Management ♦ Forecast Accuracy ♦ Salesforce CRM ♦ POC Management ♦ Account Expansion ♦ Self-Sourced Pipeline
Domain & Platform: Infrastructure Technology Sales ♦ Cloud Platforms (Azure, OCI) ♦ Data & Analytics Platforms ♦ Observability & Monitoring ♦ SaaS Sales ♦ Open-Source Adjacent Technologies ♦ Land-and-Expand Motion
Buyer Alignment: Engineering & DevOps Buyers ♦ Director/VP-Level Engagement ♦ Technical Discovery ♦ Value Articulation ♦ ARR Growth ♦ New Logo Acquisition ♦ Quota Attainment

EXECUTIVE EXPERIENCE

AUTRANEX – AUSTIN, TX | 05/2024 – PRESENT

Enterprise Account Executive

Scope: Manage full-cycle enterprise sales for a fintech procurement platform serving automotive aftermarket suppliers across Texas.

- Built qualified pipeline of \$2.8M ARR through outbound prospecting and account mapping; closed 5 new accounts with average contract values of \$45K–\$135K.
- Managed multi-stakeholder sales cycles (6-month average) involving Procurement, Finance, IT, and Legal teams; utilized MEDDPICC qualification framework.
- Collaborated with Solutions Engineering and Product teams on customer feedback, platform integrations (SAP Ariba, Oracle NetSuite, Microsoft Dynamics), and proof-of-concept deployment

MICROSOFT – SCOTTSDALE, AZ | 10/2022 – 04/2024

Enterprise Account Executive - Cybersecurity

Scope: Full-cycle sales ownership for Microsoft Security and Azure-adjacent digital transformation across a strategic greenfield enterprise territory, with co-sell motions through Microsoft field teams.

- Built territory from no installed base to 50+ target accounts, generating \$1.5M net-new revenue at 125% of quota.
- Ran multi-threaded discovery with CISOs and CIOs to surface security risk exposure and translate technical findings into business cases the buying committee could underwrite.
- Maintained 95% forecast accuracy across four consecutive quarters through disciplined Salesforce hygiene and MEDDPICC-based opportunity qualification.
- Partnered with Microsoft field teams and product engineering on customer feedback loops; contributed to a 20% increase in feature adoption across the enterprise security install base.

ORACLE— SCOTTSDALE, AZ | 09/2021 – 10/2022**Enterprise Account Executive**

Scope: Net-new acquisition and expansion across Oracle Cloud Infrastructure (OCI), IaaS, and mission-critical SaaS workloads - hunting ICP accounts across distribution, operations, and emerging technology verticals

- **Closed \$500K ACR net-new logo with Block (formerly Square) in a competitive bake-off - mapped the account bottom-up to engineering, secured CTO engagement through internal champions, and won on scalability and 3-year TCO modeling.**
- **Closed \$2.2M in net-new ARR in year one at 110% of quota through competitive take-outs against entrenched hyperscaler incumbents — orchestrated POC validation across 10+ legacy workloads to reduce migration risk perception.**
- **Sustained 3.5x pipeline coverage and improved deal velocity 15% through executive-layer ROI modeling.**

SAP – SCOTTSDALE, AZ | 04/2020 – 07/2021**Mid-Market Account Executive**

Scope: Owned a multi-state mid-market and emerging enterprise territory, driving net-new revenue through direct sales and partner co-sell motions across SAP's S/4HANA & Business Technology Platform portfolio.

- **Delivered 135% of annual quota, generating \$1.4M in total contract value within the first year of territory ownership.**
- **Built \$3M in net-new pipeline through Command of the Message-driven outreach, lifting qualified meeting volume 40% over prior period.**
- **Acquired 12 net-new enterprise logos through ICP-targeted outbound against a cold account list, with zero inherited pipeline.**

TABLEAU SOFTWARE – OMAHA, NE | 01/2016 – 03/2018**Enterprise Account Executive**

Scope: Net-new and expansion ownership across enterprise analytics accounts, driving multi-departmental platform adoption with technical and executive stakeholders.

- **Closed \$3.2M flagship enterprise transaction with Spirit AeroSystems at 170% of annual quota, earning President's Club. Independently engineered the deal bottom-up from departmental footprint to enterprise-wide platform agreement.**
- **Maintained 100% technical win rate across competitive evaluations through complex POC orchestration, displacing legacy on-premises analytics incumbents.**
- **Drove 30% ARR uplift across the enterprise book by identifying cross-sell expansion in under-penetrated engineering and operations business units.**

RSA SECURITY – OMAHA, NE | 05/2010 – 01/2016**Account Executive**

Scope: Full-cycle cybersecurity sales across a regulated territory - SecurID, Archer, NetWitness, and DLP into financial services, healthcare, and commercial accounts.

- **Achieved 150% of annual quota across multiple consecutive years, earning President's Club recognition and ranking in the top 5% of global enterprise sales performers.**
- **Drove 20% year-over-year territory growth through technical discovery with CISOs and security architects, complemented by partner co-sell motions across regulated accounts.**

EDUCATION & CERTIFICATIONS

University of South Dakota, Vermillion, SD

Bachelor of Science in Psychology

- **NCAA Division 1 Football Scholarship Recipient**

MEDDPICC Certified | Microsoft Certified: Azure Fundamentals | Artificial Intelligence for Cybersecurity