

Shmuel Pressman

Toronto, Ontario

shmuel.p@hotmail.com

linkedin.com/in/shmuelpressman

spressman.me

Relationship led Account Executive helping growth companies turn cleaner data, stronger process, and practical AI readiness into better customer experiences.

SALESFORCE

DATA FOUNDATIONS

SAAS SALES

CRM

TEAM LEADERSHIP

POSITIONING

Sales professional with a service first operating style, a track record of quota performance, and a bias toward conversations that help customers see their business more clearly.

\$550K

annual quota exceeded six months early

\$1M+

team deal value influenced through peer leadership

30+

retail locations led as a regional operator

\$4.6M

regional revenue grown from \$2.6M in one year

EXPERIENCE

Account Executive, Data Foundations, Growth Business

2026 to present

Salesforce

- Guide growth companies through data foundation conversations tied to decision quality, customer experience, and practical AI readiness.
- Translate complex platform topics into usable business language for executive and operational stakeholders.

OPERATING STYLE

Relationships over transactions. Curiosity before conviction. Progress over pitch.

Account Executive, Healthcare and Life Sciences

2024 to 2026

Salesforce

- Managed and grew small and mid-sized business accounts through consultative discovery and client first execution.
- Exceeded \$550K annual quota six months early while building trusted partnerships and measurable customer outcomes.
- Acted as a peer leader, sharing best practices that helped colleagues close more than \$1M in additional deal value.

STRENGTHS

- Consultative SaaS sales
- Executive discovery
- CRM and sales process
- Customer relationship building
- Peer coaching and team enablement
- Data informed account strategy
- High trust communication

Account Executive

2022 to 2024

Carbon6 and Lightspeed Commerce

- Managed full cycle SaaS sales across commerce and e-commerce environments with demos, negotiation, pipeline ownership, and customer expansion.
- Used account signals, product feedback, and white glove support to uncover growth, retention, and cross sell opportunities.

CERTIFICATIONS

GenAI for Account Executives

Sales Leader and Operator

2014 to 2022

Virgin Plus, Bell, Enjoy Technology

- Progressed from sales representative to multi location leader, coaching teams across Ontario and launching programs in fast moving environments.
- Led more than 30 remote retail locations and grew regional revenue to \$4.6M through people development and disciplined execution.

PERSONAL LENS

Husband, father, lifelong learner, and cancer survivor. Grounded by resilience, service, and the belief that business is still human.