

Ashton M. Tierney
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Experience

CareAcademy- Boston, MA

September 2021-Present

B2B SaaS caregiver training platform for home health agencies. Streamlines the entire caregiver training process through ease-of-use and 24 hour accessibility.

Mid Market Account Executive

Responsible for heavy outbound prospecting on a daily basis to generate new opportunities. Performs discovery activities such as understanding the needs, goals, and business problems of the senior care businesses you work with. Performs product demonstrations and is responsible for product knowledge to answer prospect questions during the sales process.

TruVideo- Wellesley, MA

September 2020-Sept. 2021

B2B SaaS communication platform for auto dealers. Ability to send customers video of their inspection, mobile payment, mobile estimator, internal chat feature with robust reporting on ROI. Enhanced communication drives sales and customer satisfaction metrics.

Regional Sales Manager

Accountable for building a sales pipeline through Zoho CRM, prospecting on LinkedIn, scheduling and holding webinars & Zoom demos for dealerships in designated sales territory. Responsible for all stages of the sales cycle. Question-based selling, selling value. Average deal size \$10K/yr.

United Alliance Safety- East Wareham, MA

Aug. 2018 - March 2020

Occupational safety & health consulting firm for the construction, healthcare, and manufacturing industries. Building outbound sales opportunities and managing overall company sales pipeline. Setting up in-person meetings with company COO, developing custom annual packages/contracts for clients.

Director of Business Development

- Increased overall company sales by 27% in the first year
- Secured \$600,000 of work in first year
- Managed overall sales pipeline, proposal development & negotiations
- Salesforce Administrator

BlueGrace Logistics- Boston, MA

June 2015 – July 2018

3rd party logistics provider (3PL) offering a proprietary [SaaS tool](#) to optimize value for shippers. Started in inside sales and quickly earned a promotion to Sales Manager.

Sales Manager (June 16-April 18)

Built, led, and motivated team of 8 sales representatives. Tracked key performance indicators of each representative of the team, and worked with them one-on-one to optimize performance and results.

- Ranked #1 out of 7 sales managers in the Boston office
- Exceeded team, manager and sales representative quotas by nearly 40%
- Managed branch's top 3 performers

Account Executive- Inside Sales (June 15- June 16)

Sold LTL and full truckload logistics to small and medium sized businesses. Consistently provided excellent customer service in order to generate customer loyalty and repeat business.

- Conducted screen-share demos of corporate products and services to generate sales.

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(cont.)

- Exceeded personal sales quotas and ranked in top 5% of all sales representatives in the company
- Responsible for having onboarded 2 of the Top 10 accounts at BG Boston
- Developed and implemented sales strategies for accessing multiple customer segments

Main Street Hub- Los Angeles, CA

April 2014 – March 2015

Offers a team of social media marketing professionals to handle all social channels for brick & mortar. Conducted online presentations for prospective client decision-makers/business owners in order to close deals. Maintained prospect database, managed and reported on sales pipeline.

Sales Representative

- Consistently exceeded monthly sales quota by up to 150% through lead generation strategy of 100 cold calls or 2 prospective client presentations per day
- Qualified and closed leads at a rate of 3 deals per week or \$4000

NuORDER- Los Angeles, CA

March. 2013 - March 2014

B2B SaaS company offering an online shopping aesthetic and robust selling tool for retailers and apparel brands, respectively. Contacted, qualified, and scheduled more in-depth discovery calls, demos for AEs to close.

Sales Development Rep

- Delivered on monthly quotas of high-quality generated sales leads and product demonstrations
- Targeted prospective companies via up to 60 cold calls and 100 emails per day, identifying decision-makers for contact

Event Manager—The Pulse Network (*event services*)

June 2011 – Jan. 2013

- Managed eight high-end CEO / CIO corporate events and trade shows taking place in major cities throughout the U.S. and abroad (Germany and Bahrain)
- Developed and managed event budgets and acted as liaison to event sponsors and speakers, handling travel and accommodation arrangements
- Liaised with convention services, catering, logistics, and A/V managers to ensure high-quality events

Education

Merrimack College

2006 - 2010

B.S. in Political Science & Minor in Business Administration

Additional Highlights

- Waiter & bartender in high volume settings
- Founder of the Merrimack College Club Hockey Team
- Overnight summer camp counselor
- Mentor to underserved children in local K-12 after-school program
- Chess companion to local senior center residents
- Certified in Sandler Sales Training solutions
- Computer skills: Marketo, Microsoft Office, Salesforce, Netsuite