

Austen (AJ) Siebert

President & COO

Scan for full bio:



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Clayton, GA

PROFESSIONAL SUMMARY

Dynamic business leader and former collegiate athlete with 16+ years of experience driving revenue growth, building and leading high-performance teams, and launching new ventures from the ground up. Proven track record in driving multimillion-dollar revenue growth, building sales territories from scratch, and leading high-performance teams across technology, retail, and service industries. Adept at creating and executing strategic plans, improving processes, and cultivating strong client and community relationships.

SKILLS

Prospecting & Lead Generation

Sales Presentations

Negotiation & Closing

Objection Handling

CRM

Key Account Relationship Building

Sales Process Management

New Market Development

Coaching & Mentorship

Team Leadership

Business Process Improvement

Operations Management

EXPERIENCE

PRESIDENT / COO, Clayton, GA

Seafort Business Group, May 2024–Present

- Founded and launched two successful retail operations — a pet store/grooming salon (Claws and Paws) and a neighborhood grocery store (Boles Market).
- Built business plans, secured vendor relationships, negotiated contracts, managed build-outs/remodels, and hired/trained 18 staff members for both ventures.
- Oversaw day-to-day operations, financial performance, marketing, and customer experience.
- Increased MoM sales by 137% in June and 34% in July at Claws and Paws.
- Produced 110% of sales target in July for Boles Market. On track for 120% in August.
- Implemented plan to decrease expense structure by 23% for Claws and Paws and 14% at Boles Market.
- Actively evaluate and perform due diligence on new investment opportunities for the family office portfolio.

SENIOR ACCOUNT EXECUTIVE, Remote, Texas Territory

VC3 / ThinkGard, September 2021–May 2024

- First sales hire for Texas, tasked with establishing and expanding the company's IT and cybersecurity services presence across the state.
- Won the Pioneer Award in the year 2023 for most growth in a new market.
- Closed the largest account in the Texas territory, resulting in over \$720,000 in total contract value.

- Built Texas territory from the ground up, securing multiple municipal and county contracts and generating close to \$1M in new annual revenue.
- Developed territory growth strategies to penetrate accounts with key decision-makers.
- Maintained weekly sales activity targets and quarterly revenue goals.
- Built key relationships via cold calls, site visits, networking events, and trade shows.
- Collaborated with technical teams to ensure smooth implementation and client satisfaction.
- Established relationships with customer base to enhance long-term working partnerships.

SALES MANAGER, Southlake, TX

Discount Roofing, August 2020–September 2021

- Hired, trained, and managed a 3-person sales team, tracking daily activity to drive results.
- Negotiated contracts and closed deals while overseeing team performance.
- Personally produced over \$615K in revenue in first 8 months of 2021 before departure.

SALES MANAGER, Dallas, TX

SimpleFiber Communications, June 2019–June 2020

- Managed a 4-person sales team, establishing daily activity goals and coaching to improve productivity.
- Introduced internal order management processes and launched a sales leasing program to drive growth.
- First full-time sales hire; reached sales target within first 60 days and exceeded goal by 50%, providing proof-of-concept for investor-backed expansion.

BUSINESS & ENTERPRISE ACCOUNT EXECUTIVE, Coppell, TX

Charter Communications, August 2016–June 2019

- Consistently exceeded quota; finishing at 111% of target in Q1 2019.
- Conducted in-depth needs assessments to identify business challenges and pain points for enterprise clients.
- Delivered clear and concise presentations effectively communicating solution value to executive audiences.
- Developed and cultivated strong relationships with key decision-makers at enterprise-level accounts.

SALES MANAGER, Dallas, TX

Sewell Automotive Company, November 2014–August 2016

- Managed expenses, inventory, and merchandising for #1 Cadillac dealership in global sales (2015).
- Designed and implemented sales incentives and coached team to exceed goals.

TRAINER & RECRUITER, Dallas, TX

Sewell Automotive Company, November 2011–November 2014

- Promoted from Sales Associate after selling 130 vehicles in first 9 months, earning the team 20 award multiple times, and achieving a 98.4% Customer Satisfaction Index.
- Directed college recruiting efforts, managed summer internship program for 40+ interns, and taught 5-day sales training to 170+ associates.

EDUCATION

BBA IN FINANCE, ENTREPRENEURIAL MANAGEMENT, Fort Worth, TX

Texas Christian University, December 2009