

DREW COLLINS

Sales Manager with strong hands-on delivery across cross-functional teams. Sales Manager with 9+ years in B2B SaaS revenue teams. Builds repeatable pipeline systems, coaches account executives, and drives consistent forecasting discipline. Strong record of improving win rates and exceeding quarterly quota targets.

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EXPERIENCE

2021–Present

Sales Manager

LeadSprout, London

- Led 10-account-executive team to 118% annual quota attainment for two consecutive years.
- Introduced discovery and objection coaching playbooks; win rate improved by 9 points.
- Implemented forecast hygiene framework increasing commit accuracy to within +/-6%.

2017–2021

Account Executive

GrowthLane, Manchester

- Closed enterprise deals up to 220k ARR across fintech and logistics accounts.
- Ranked top 5% of AE team in expansion revenue and multi-threaded deal execution.
- Partnered with marketing on ICP-based outbound messaging framework.

TECHNOLOGY

Pipeline Management

Execution in pipeline management and sales coaching.

Forecasting

Delivered complex initiatives in sales manager responsibilities.

Tools

Salesforce, HubSpot, Gong, Outreach, Clari, Apollo

Certifications

MEDDICC Academy, HubSpot Sales Software Certification

LEADERSHIP

- Led initiatives in pipeline management and deal strategy for multi-team delivery.
- Mentored peers on Salesforce, HubSpot, and reusable implementation standards.

PROJECT HIGHLIGHTS

Quarterly Deal Review Framework

Created account-level review rituals that improved close planning quality.

Enablement Content Hub

Developed objection handling and discovery resources for new-hire onboarding.

EDUCATION AND LANGUAGE

2010–2014

BA Business Management

University of Manchester

2022

Revenue Leadership Certificate

Winning by Design

Languages

English (Native)

French (Conversational)