

KRISTINE LEE

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Enterprise Sales Director | Digital, Marketing, Data & AI

Enterprise sales leader with 10+ years of progressive experience selling enterprise SaaS in digital, marketing, and data, carrying \$1.5M–\$5M annual targets. Track record of landing net-new logos, closing multimillion-dollar deals, and advising CMOs and CIOs on data, CX, and AI-driven marketing transformation across retail, consumer goods, financial services, and nonprofit organizations.

HIGHLIGHTS

- **Elite Enterprise Closer:** Closed \$10M in revenue in year one (RadiumOne); a \$5M TCV enterprise deal (Amperity); 26% of total company revenue in year one (Dizzion); 115% of quota and President's Club (Amperity); 120% of quota in year one (Oracle); and quota in year one, then 104% of multi-year contract goal plus two net-new enterprise logos in year two (Salesforce).
- **High-Growth Builder:** Founding AE at RadiumOne; repeatedly selected for new teams, new verticals, and strategic account roles, including Oracle's CX Strategic Accounts team (30 reps chosen from 180+). Thrives in ambiguous environments that demand account strategy, executive alignment, and fast revenue acceleration.
- **Trusted Executive Advisor:** Partners with CMOs, CIOs, and VPs at Fortune 500 brands and global nonprofits to shape data, CX, and digital marketing roadmaps tied to acquisition, retention, LTV, and customer experience.
- **Executive Communicator & Negotiator:** Runs multi-threaded enterprise sales cycles across legal, procurement, pricing, and deal desk to close high-value, long-cycle contracts with speed and credibility.

CORE COMPETENCIES

Enterprise SaaS Sales • New Logo Acquisition & Expansion • Strategic Account Planning • C-Suite / Executive Selling
• Complex Deal Negotiation • Data Cloud, CDP & Customer 360 • Marketing Cloud & CX • Data & AI Solutions •
Value Selling & ROI Business Cases • MEDDIC & PREDICT Qualification • Partner & SI Co-Selling
Industries: Retail • Consumer Goods / CPG • Financial Services • Nonprofit • B2B & B2C

PROFESSIONAL EXPERIENCE

SALESFORCE | Denver, CO (Remote)

Enterprise Sales Director, Nonprofit

2024 – Present

Strategic account executive selling Marketing, Data, and AI solutions to national nonprofit organizations, enabling digital transformation, deeper constituent engagement, and mission-aligned growth.

- Achieved quota in year one; in year two, delivered 104% of multi-year contract goal and 94% of renewal goal while landing two net-new enterprise logos.
- Built \$4–5M in pipeline annually, meeting pipeline goals each year.
- Lead complex enterprise sales cycles across IT, Marketing, Data, and Business stakeholders, positioning Marketing Cloud and Data Cloud alongside Sales, Service, and Commerce Clouds for data unification, automation, segmentation, and multi-channel activation.
- Build business cases and ROI analyses aligned to customers' digital transformation priorities.
- Serve as a trusted advisor to major global nonprofits (e.g., Human Rights Watch, Save the Children), shaping data strategy and digital transformation roadmaps tied to acquisition, retention, and ROI.
- Orchestrate highly matrixed deal teams (Solution Engineering, Product, Legal, Deal Desk, Customer Success, and SI partners) to quantify value, structure proposals, and shorten sales cycles.

AMPERITY | Denver, CO (Remote)

Enterprise Sales Director, Retail, Consumer Goods & Financial Services

2021 – 2023

Player-coach selling a Customer Data Platform (CDP) to Fortune 500 brands, helping them leverage customer data, Customer 360, and omnichannel journeys to deliver personalized experiences.

- Achieved 115% of quota in year one and earned President's Club by prospecting and winning new enterprise clients with VP- and C-level solution selling.
- Tiered territory on joining and targeted a global footwear retailer; prospecting into an RFP invitation and closed a \$5M TCV / \$1.5M ACV deal in 6 months, partnering closely with procurement.

- Led a virtual team of BDRs, Solution Engineers, Marketing, and partners (AWS, Snowflake, Microsoft, Databricks) to run sales plays and orchestrate opportunities, adding two new qualified opportunities each quarter.
- Negotiated complex agreements, including pricing structures, terms, and SLAs, with Legal, CIO, Procurement, and Deal Desk stakeholders to close contracts.

ORACLE | Denver, CO (Remote)

Director, CX Strategic Enterprise Accounts

2019 – 2021

Promoted to the newly created CX Strategic Accounts team, a high-performance retail team of 30 enterprise reps selected from 180+. Sold the full CX product suite to retail and CPG accounts including Target, Shipt, Best Buy, General Mills, Kohl's, and Hormel.

Enterprise Sales Executive

2018 – 2019

Sold Oracle Marketing Cloud to retail accounts including Walmart, Rakuten, lululemon, Deckers, PetSmart, and Chewy, selling directly to CMOs, VPs of Marketing, marketing leaders, and IT.

- Achieved 120% of quota in year one, generating \$2.3M in new ARR.
- Maintained a 90% renewal rate and reduced churn by cross-selling and upselling across the Oracle suite, including Loyalty, Customer Service, Field Service, and Customer Experience Data applications.
- Co-sold with global consultancy partners including Accenture and KPMG.

DIZZION | Denver, CO

Director of Sales

2016 – 2018

Individual contributor driving enterprise sales and channel partnerships for a cloud-based desktop-as-a-service (DaaS) managed platform. Led proposals, presentations, negotiations, and contracts across BPO, healthcare, finance, travel, IT, and contact center sectors.

- Delivered 26% of total company revenue in year one, a company high.
- Converted 40% of inbound marketing leads, earning recognition from leadership.
- Upsold four accounts, generating 26 additional orders in one year.
- Won multiple internal sales contests, including Best Pitch, 2017 Business Plan, and Self-Generated Leads.

RADIUMONE | San Francisco, CA & Denver, CO

Director of Mobile Sales (Founding AE)

2010 – 2016

Launched the mobile product, led the team, and oversaw managed service; helped recruit, hire, and train a four-person team across the U.S. Started in San Francisco, then launched the Denver market, adding 13 new clients in year one.

Five-time President's Club / Million Dollar Club winner.

- Generated \$10M in year one, then grew mobile to 30% of total company revenue.
- Generated \$1.5M+ per quarter as an individual contributor.
- Set the company record for largest single-day campaign revenue (\$500K, AT&T Super Bowl campaign), then grew the account to \$2M+.
- Named a Top 10 Nationwide Producer and delivered 20% of total West Coast revenue in a single fiscal year.

EDUCATION

University of California, Berkeley — BA, Interdisciplinary Studies (concentration: International Relations)