MARCUS OYELARAN

Sales Manager | Enterprise Software, NSW & ACT | $28M ARR book, 8 sellers

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SUMMARY

Sales manager who builds enterprise teams that hit the number more than once. Leads eight account executives and a $28M ARR book across NSW and the ACT for a workforce software company, delivering 112%, 119% and 108% of plan in the last three financial years.

Sells into large employers with long buying cycles: health, education and government. Runs one weekly deal review that every seller prepares for the same way, so the forecast lands within 5% and nothing big surprises the business.

CAREER HIGHLIGHTS

- Grew the region from $12M to $28M ARR in four years at an average of 113% of plan, by moving the team from geographic patches to industry verticals and landing the company's first two state government contracts.
- Built a public sector team from nothing: first hire, first five customers and $4.8M ARR inside two years, now run by a seller promoted from within the team.
- Lifted average deal size from $180K to $410K by selling whole-of-organisation rollouts instead of single departments, while win rate held at 31%.

EXPERIENCE

Sales Manager, Enterprise, Quillbank Software 2020 to now

Eight account executives and one solutions consultant, $28M ARR, $3.5M net new ARR target a year. Reports to the Sales Director, ANZ.

- Closed the largest contract in the company's history, a $6.2M five-year rollout across a state health network, after an eleven-month evaluation against two global vendors.
- Cut forecast variance from 22% to under 5% by replacing the monthly pipeline call with one weekly deal review and a written close plan on every deal over $250K.
- Hired seven of the eight sellers on the current team; six reached quota in their first full year.
- Rebuilt the partner program around two national systems integrators, who now source 28% of the team's new pipeline.

Enterprise Account Director, Marrabel Analytics 2016 to 2020

Named enterprise accounts across NSW and the ACT, $3.5M annual quota.

- Delivered 124% of quota on average over four years, ranked first of 14 account directors nationally in two of them.
- Won eleven new enterprise customers, including the company's first university and first federal agency.
- Grew the three largest accounts from $1.1M to $3.9M ARR through multi-year expansion agreements.

Earlier career

Account management and business development roles in telecommunications and office technology, including Senior Account Manager at Corrabee Telecom and Territory Manager at Trelawny Office Systems.

EDUCATION AND TRAINING

Bachelor of Commerce (Marketing)
Graduate Certificate in Management

SYSTEMS AND SKILLS

Salesforce, Gong, LinkedIn Sales Navigator · Enterprise and government tenders · Channel and systems integrator partnerships · Forecasting · Sales hiring and coaching · Value-based selling