**[Account Executive](https://www.postjobfree.com/resume/ad07ah/account-executive-hanson-ma)**

**Location:**Hanson, MA

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**Resume:**

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ERIK GEAGAN

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SUMMARY

I specialize in creating AI-infused go-to-market strategies that align with sales and marketing goals, driving growth and enhancing

customer relationships. My success is rooted in trust-building, fostering team collaboration, and supporting colleagues' development.

Committed to continuous professional growth and proactive self-improvement, I pursue excellence through innovative AI

technologies, streamlining complex processes, setting ambitious goals, and adopting a balanced approach.

SKILLS

? Contract Negotiation and Acquisition ? SaaS Products and Services Management

? Asset and Facilities Management ? Digital Research and Integration

? Enterprise Subscription and Support Sales ? HCM and Workforce Management

? Client Engagement and Retention ? Natural Language Processing

PROFESSIONAL EXPERIENCE:

Account Executive / Cask - Boston, MA 01/2022 - Current

? Spearheaded efforts in the New England territory to cultivate new client relationships and generate new logo accounts for

Cask, focusing on evangelizing the company's professional service offerings across the ServiceNow Platform, including

ServiceNow AI Generative capabilities.

? Successfully onboarded accounts such as Knights of Columbus, Hearst Communications, and Chewy.com. Key

responsibilities included implementation scoping, contract preparation, negotiation, responding to RFPs/RFIs, and ensuring a

smooth transition to the project management team.

? Maintained status with all required ServiceNow Certifications via the ServiceNow Partner Portal.

Sr. Client Executive / INFOR - NORTHEAST 04/2021 - 01/2022

? Responsible for building relationships with C-Level decision-makers providing Professional Services vertical leveraging Infor's

entire CloudSuite portfolio to align with client needs for named accounts, including Autumn Harp, Emerson Electric, Unifirst,

and NRG Energy

? Responsibilities include implementation scoping, preparing and negotiating contracts, RFP/RFI responses, and handoff to the

project management team.

Account Executive, Watson IoT Applications / IBM - Boston, MA 03/2019 - 04/2021

? Directed sales, marketing, and growth strategies for key accounts in consumer-packaged goods (CPG), manufacturing, and

industrial sectors. Maximo's Asset & Facilities Management platform.

? Foster relationships with targeted accounts to provide a seamless customer experience, helping manufacturers understand

customer needs and improving visibility across the entire value chain.; C&S Wholesale, Chobani, Koch Foods, and Driscoll?s

? Effectively managed the sales pipeline and consistently delivered weekly reports on opportunities and closures.

? Successfully established a revenue-boosting ecosystem by collaborating with business partners and the IBM Team, targeting

new logos and Enterprise accounts.

? Created bundled offerings complete with a fast start program, which proved instrumental in driving growth among new

clients.

? Surpassed 2019 revenue targets by 111% and achieved IBM 100% Club: 65% in 2020, despite pandemic challenges.

Account Executive, Watson HR Applications / IBM - Boston, MA 07/2015 - 03/2019

? Successfully converted new go-to-market Watson HR Talent SaaS products and services for specific account segments, such

as Legal (Skadden and Cravath), Consulting (Grant Thornton and EY), and CSI (ServiceNow, Sprinklr, Computershare).

? Led AI Watson Applications launches, managing marketing communications for Business Development, Inside Sales, and

Client Teams.

? Expanded IBM's HCM portfolio solutions by cultivating the ISV partner ecosystem, forging strategic alliances, managing OEM

relationships, overseeing renewals, and establishing reseller partnerships, including Watson AI HR Applications.

? Consistently exceeded quota in the second half of 2016 by 154%, earning the IBM 100% Club for 2017 and 2018 with 125% of

quota achievement, generating $700K in Services and $1.3M in SaaS revenue.

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Client Renewal Rep - Named Accounts, Worldwide / IBM 01/2010 - 07/2015

? Acted as the primary point of contact for early adoption programs, trade-ups, reinstatement, life-cycle management,

escalations, and contract conversion from acquired subsidiaries. Managed subscription renewals for IBM's largest named

accounts, ensuring continuous product access, long-term agreements, and revenue growth.

? Developed retention strategies for major accounts, including Bank of America, Travelers Insurance, Abbott Labs, Navy

Federal Credit Union, Citibank, Fidelity, State Farm, State of New Jersey (government), and large ELA contracts, retiring

$125M per quarter.

? Successfully secured quarterly renewals and upselling programs with 50 clients, resulting in $125M in quarterly contracts.

? Implemented a leadership alignment approach and employee communication plan during a major organizational

restructure, leading to a five-year ELA worth $14.3M.

? Achieved revenue attainment goals of 118% in 2011, 102% in 2012, and 101% in 2013.

? Played a key role in deploying $1.8M Early Adoption (BofA) in Q3/2013 and $3.2M software reinstatement, earning

recognition from the CFO Office for ELA growth at Abbott Labs.

Insides Sales Rep? Analytics (Cognos) / IBM - Waltham, MA 10/2008 - 01/2010

? Coverage Rep for the Enterprise Team, responsible for managing the Cognos portfolio accounts across the Southeastern U.S.

? Exceeded revenue attainment goals of 112% in 2009 and 107% in 2010.

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EARLY CAREER

Downing Displays, Boston, MA

Account Executive

The Red Apple Deli & Catering, Cape Cod, MA

Independent Entrepreneur

Polaroid, Boston, MA

Marketing Manager, Manufacturing

The Gillette Company, Boston, MA

Account Manager & Manufacturing

EDUCATION

Bentley University - Waltham, MA

Business Administration, Management and Operations

NCAA Lacrosse

CERTIFICATIONS

ServiceNow Partner Certification

IBM Global Sales School

IBM Professional Digital Selling Certified

ACTIVITIES

Board Member, Director, and Coach, Whitman Hanson Youth Lacrosse, Jan 2014?2022