Owen Fitzgerald

Head of Sales

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SUMMARY

Head of sales with 11 years in B2B SaaS, the last 4 building the sales team at a Series B analytics company from 4 to 22 people. Took ARR from $6M to $21M through enterprise sales, tight pipeline management and Salesforce forecasting the board can rely on, with the executive presence to close 7-figure deals.

EDUCATION

Bachelor of Arts 05/2015

Boston College Chestnut Hill, MA

Economics

EXPERIENCE

Head of Sales 05/2022 - Present

Back Bay Analytics Boston, MA

Series B data platform for finance and operations teams at large companies.

- Built the sales organization from 4 to **22** people across SDR, account executive, solutions and onboarding roles.
- Grew ARR from $6M to $21M in 4 years while raising average enterprise contract value from $48,000 to $115,000.
- Introduced AI call analysis and Salesforce forecasting that keep quarterly forecasts within 5% of actuals.
- Negotiate 7-figure enterprise agreements with data and finance leaders, closing 9 of them in 2025.

Director of Enterprise Sales 03/2018 - 04/2022

Harborview Software Boston, MA

Financial planning software for mid-market and enterprise companies.

- Led 8 enterprise account executives to 3 straight years above plan, peaking at 121% in 2021.
- Launched a business development partnership with 5 consulting firms that sourced $4M in pipeline a year.
- Designed the pipeline stages and weekly deal reviews still used across the company.

Enterprise Account Executive 07/2015 - 02/2018

Commonwealth Cloud Systems Boston, MA

Cloud data backup software for enterprise IT teams.

- Exceeded quota in 10 of 11 quarters, closing $2.9M in new B2B sales in 2017.
- Generated 40% of personal pipeline through outbound prospecting to IT and finance leaders.
- Built ROI business cases for CIOs and CFOs that lifted the competitive win rate to 34%.

SKILLS

Enterprise Sales • B2B Sales • Sales Leadership • Pipeline Management • Sales Forecasting Salesforce • Business Development • AI Sales Tools • Negotiation • Executive Presence