

Hannah Lindberg

Key Account Executive

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SUMMARY

Key account AE with 10 years driving retention and expansion at Adobe and HubSpot. 118% NRR on top 5 accounts, 100% logo retention 3 years running, \$4.1M cross-sell expansion at Adobe in FY24, and grew managed book 2.4x from \$2.4M to \$5.8M at HubSpot.

EXPERIENCE

Senior Key Account Executive

Adobe Marketo Engage • Chicago, IL • 05/2021 - Present

- Achieved 118% net revenue retention on top 5 named accounts in FY24; 100% logo retention 3 years running
- Drove \$4.1M expansion ARR via cross-sell of Adobe Real-Time CDP and Workfront across 9 enterprise accounts
- Co-built executive sponsor program with 8 customer C-suite teams; quarterly business reviews achieved 4.7/5.0 satisfaction
- Identified \$7.2M in addressable expansion via Gainsight account-health analysis; converted 57% in 12 months

Account Executive

HubSpot • Cambridge, MA • 02/2017 - 04/2021

- Grew managed book 2.4x from \$2.4M to \$5.8M ARR over 4 years; net retention held above 110% every fiscal year
- President's Club 2019 and 2020; 132% average attainment on retention + expansion quota
- Coached 5 newly hired key account AEs on QBR cadence and account-planning frameworks

Customer Success Manager

Marketo (pre-Adobe) • San Mateo, CA • 06/2014 - 01/2017

- Owned 28-account portfolio with 96% gross retention and 14% net upsell; trained on Gainsight CSM workflows
- Promoted from CSM to AE in 32 months after building the lifecycle-engagement playbook adopted by 22 peers

EDUCATION

Bachelor of Arts

Northwestern University • Evanston, IL • 06/2014

Marketing

SKILLS

Net Revenue Retention
Strategic Account Management (SAMA)
Gainsight CS Workflows
Cross-Sell / Multi-Product Expansion
QBR & Executive Sponsor Programs
Salesforce / Clari
Account Health Scoring

LANGUAGES

English • Native
Swedish • Conversational

STRENGTHS

Retention + Expansion

118% NRR plus 100% logo retention - both halves of key account scoring.

Customer Success Foundation

Started as a CSM; brings the customer-first lens that key account execution needs.

CERTIFICATES

SAMA Strategic Account Manager Certified

SAMA • 10/2022

Gainsight Level 2 CSM Certified

Gainsight • 06/2019