

Naveen Krishnan

SaaS Account Executive

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SUMMARY

SaaS AE with 8 years closing land-and-expand motions at Adobe, HubSpot, and Segment. \$3.0M ARR at Adobe in FY24 with 138% attainment and President's Club, 8 accounts grown 2.4x via multi-module expansion, and 68% of SC-led technical demos that advanced to procurement within 45 days.

EXPERIENCE

Senior SaaS Account Executive

04/2022 - Present

Adobe Experience Cloud

New York, NY

- \$3.0M ARR in FY24 against a \$2.18M quota (138% attainment); named to President's Club
- Grew 8 named accounts an average of 2.4x via Adobe Experience Manager + Real-Time CDP cross-sell - \$4.1M total expansion ARR
- 68% of solution-consultant-led technical demos progressed to procurement in 45 days (team avg: 41%)
- Partnered with 4 Adobe Solution Architects to scope POCs; 11 of 14 POCs converted to paid pilots

SaaS Account Executive

02/2019 - 03/2022

Segment (Twilio)

San Francisco, CA

- President's Club 2021 (top 4% of AEs); 132% attainment on \$1.6M quota with 19 net-new logos averaging \$84K ACV
- Closed Segment's largest data-warehouse-destination deal of FY21 - \$420K TCV at a Series D fintech
- Built a self-prospecting playbook adopted by 12 AEs across the East region

Mid-Market Account Executive

08/2017 - 01/2019

HubSpot

Cambridge, MA

- 119% of quota in trailing year; closed 32 multi-hub deals averaging \$58K ACV
- Promoted from BDR to AE in 13 months after hitting 144% in the BDR class

SKILLS

- Land-and-Expand Motion
- MEDDPIC
- POC / Pilot Conversion
- Salesforce / Outreach / Gong
- Technical Discovery
- Multi-Module Cross-Sell
- Solution Consultant Partnership

CERTIFICATES

MEDDPIC Practitioner Certified

06/2022

MEDDIC Academy

Adobe Experience Cloud Sales Specialty

08/2022

Adobe

AWARDS

Adobe President's Club FY24

01/2025

Adobe

Segment President's Club 2021

02/2022

Twilio Segment

HOBBIES

Volunteer interviewer for Year Up sales fellowship