

Brandon Liu

SENIOR BUSINESS DEVELOPMENT REPRESENTATIVE

Charlotte, NC (704) 555-0165 brandon.liu@email.com linkedin.com/in/brandonliu

SUMMARY

Senior business development representative with 5 years of B2B sales, including 3.5 years prospecting for fintech products sold to banks, credit unions and merchants. Generated \$2.7M in pipeline in 2025, owns CRM hygiene for a 10-rep team in Salesforce, and leads account development for 80 strategic institutions.

SKILLS

Other Skills: Cold Calling, Salesforce, CRM Hygiene, ZoomInfo, Account Development, Business Development, Pipeline Generation, Sales Training, Written and Verbal Communication Skills

EXPERIENCE

Senior Business Development Representative

01/2024 - Present

Queen City Treasury Software

Charlotte, NC

Treasury management software for 300 community banks and credit unions.

- Generate **\$2.7M** in qualified pipeline in 2025 from cold calling, email and follow-up after 4 banking conferences.
- Lead account development for 80 strategic banks, mapping CFOs, treasurers and operations heads at each.
- Own CRM hygiene for 10 reps, reviewing Salesforce stages weekly and raising forecast accuracy to 96%.
- Train new hires on ZoomInfo searches and banking talk tracks, onboarding 6 reps to full quota in 2025.

Business Development Representative

06/2022 - 12/2023

Piedmont Payments Group

Charlotte, NC

Card processing and payment terminals for retail and restaurant merchants.

- Booked 12 meetings a month with merchant owners and CFOs, reaching 115% of the 2023 meeting quota.
- Prospected 400 accounts a quarter in Salesforce, sorted by region, store count and card processing volume.
- Partnered with marketing on 2 webinar campaigns that produced 85 qualified leads for business development.

Personal Banker

06/2020 - 05/2022

Mecklenburg Savings Bank

Charlotte, NC

Community bank with 14 branches in the Charlotte region.

- Opened 25 new checking and savings accounts a month at a branch serving 3,000 households.
- Referred 40 small business loan clients to commercial lenders in 2021, the most in the district.
- Reviewed new account documents for compliance, with zero audit exceptions in 2 years.

EDUCATION

Bachelor of Science

05/2020

University of North Carolina at Charlotte

Charlotte, NC

Finance