MONICA CASTELLANO

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SUMMARY

Senior sales executive with 10 years in B2B technology sales, selling managed services, cybersecurity and cloud contracts to mid-market companies across Colorado. Brings in $2.5M+ in new annual contract value a year through consultative discovery, executive presentations on Zoom and in person, and firm negotiation on multi-year terms.

SKILLS

- Managed Services
- Salesforce
- Negotiation
- Presentations
- Zoom
- Pipeline Management
- Excel
- PowerPoint
- Outlook
- Business Acumen

EXPERIENCE

Senior Sales Executive

Rockline Managed IT • Denver, CO • 01/2022 - Present

Managed IT and cybersecurity provider supporting 400 mid-market clients.

- Achieve **$2.7M** in new annual contract value in 2025, 128% of quota and first of 9 reps.
- Lead discovery and presentations for CEOs, CFOs and IT directors at companies with 100 to 1,500 staff.
- Negotiate 3-year managed services agreements averaging $14,000 a month, with 92% renewal.
- Forecast pipeline weekly in Salesforce and partner with solution engineers on 30 proposals a year.

Sales Executive

Front Range Technology Partners • Englewood, CO

03/2019 - 12/2021

IT solutions provider selling hardware, cloud and support contracts.

- Exceeded quota 3 years running, peaking at **136%** in 2021.
- Prospected 40 new companies a month by phone, LinkedIn and partner referrals.
- Built ROI models in Excel and PowerPoint that shortened average sales cycles from 120 to 85 days.

Inside Sales Representative

Summit Data Systems • Denver, CO • 06/2016 - 02/2019

Technology reseller serving Colorado schools and businesses.

- Qualified 60 inbound leads a month and set 25 meetings for field reps.
- Grew hardware and licensing renewals **22%** through Outlook follow-up campaigns.
- Earned promotion to sales executive after 2.5 years.

EDUCATION

Bachelor of Science

Colorado State University • Fort Collins, CO • 05/2016

Business Administration