RUBEN SHARMA

+91 96908 15967 | rubensharma9690@gmail.com | linkedin.com/in/rshares | rshares.netlify.app | Open to relocation

PROFESSIONAL SUMMARY

B2B SaaS sales professional with 6+ years across full sales cycles, expansion sales and account management. Currently carry an individual quota of $120K per quarter at Nightfall AI, a US cybersecurity company, selling into SMB and Commercial accounts across North America and EMEA, and have overachieved it consistently. Previously closed over $1M ARR at LinkedIn managing 200 accounts across APAC. I have carried quota in every role since 2019 and have sold to founders, HR leaders, IT directors and security teams across four markets. I sell to technical buyers without a sales engineer in the room, and I build my own AI tooling to run the territory. Looking for my next quota-carrying sales role where I can apply this mix of new business, expansion and retention experience.

Career snapshot: $120K/quarter individual quota, overachieved every quarter | $800K ARR book (105% NRR, 90% GRR) | $1M+ ARR closed at LinkedIn | $180K largest single expansion | 12x growth on a single account | Outplay 30 Under 30 SDRs

PROFESSIONAL EXPERIENCE

Customer Success Manager, SMB and Commercial April 2024 - Present
Nightfall AI, cybersecurity / data loss prevention SaaS | Remote, US and EMEA territory

- Carry an individual sales quota of $120K per quarter across renewals and expansion on an $800K ARR book, and have overachieved it every quarter, closing the year at 105% net revenue retention and 90% gross retention.
- Closed a $180K multi-year expansion with an existing customer by mapping their data security gaps to new product modules, working directly with their CISO and procurement over a 4 month cycle. The account had gone silent at $15K ARR. I mapped the org on LinkedIn instead of chasing follow-ups, found a new Director of IT who had joined with a mandate to review the security stack, reopened on her terms, and ran a two week proof of value on live customer data before bringing leadership in. Grew the account 12x.
- Operate as the sole GTM team member in my region, selling to clients across North America and EMEA on US hours with full ownership of the territory: prospecting into the install base, discovery, demos, negotiation and close.
- Lead consultative conversations with CTOs, Heads of Engineering, IT Directors and CISOs on AI capabilities, integrations and compliance posture across SOC 2, HIPAA and GDPR, including MCP security as customers adopt agentic AI.
- Run the commercial side of every renewal conversation in my book, including pricing negotiations, multi-year structuring and competitive defence against rival DLP vendors.
- Use full visibility into account health through Zendesk and Pylon as deal intelligence, timing expansion conversations around moments of proven value and shutting down churn risks before renewal.
- Built two AI agents now used daily by the full CS team. A renewal agent scores the 90 day pipeline every morning, flags at-risk accounts, pulls action items from Salesforce, Notion, Slack, Gmail and Fathom, and posts a prep brief an hour before every customer call. It surfaced 14+ expansion opportunities in the book. A prospecting agent runs LinkedIn research on a company name, identifies the right stakeholders and returns a ranked contact list for approval before outreach.

Account Director, SMB and Mid-Market July 2022 - March 2024
LinkedIn, Talent and Marketing Solutions | APAC territory

- Closed over $1M in ARR across a 200 account SMB book, selling LinkedIn Talent Solutions, LinkedIn Learning and Marketing Solutions including Sponsored Content and Career Pages to founders and HR leaders across APAC markets. Hit 100%+ of quota in both FY23 and FY24.
- Won an $80K deal with a single customer, one of the larger individual closes in the segment, by building a hiring business case with the customer's leadership team rather than selling seat counts. Negotiated across HR, Finance, Procurement and Legal.
- Turned a flat $8K renewal into a $35K three product, two year contract by pulling Talent Insights before the call, finding 50%+ attrition flowing to the customer's largest competitor, and reframing a hiring problem as a retention problem. Their attrition dropped 20 points within months.
- Cross-sold additional product lines into an existing design industry account (Bonito Designs), turning a single product customer into a multi-product relationship and a reference account.
- Closed a separate $50K deal through structured outbound into a dormant account, re-opening a relationship the previous owner had written off. This became one of the first standalone LinkedIn Learning enterprise contracts in the APAC SMB segment.
- Applied LinkedIn's six stage Value Engagement Framework across strategic accounts, driving up to 5% revenue increase on renewal.
- Managed the full cycle on every deal: prospecting, discovery, demo, negotiation and close, with no SDR or solutions support on most opportunities. Kept forecast and pipeline data accurate in Salesforce across the full 200 account book.

Assistant Manager, Corporate Relations September 2021 - June 2022
Hero Vired (Hero Group EdTech)

- Hit 105% of annual quota selling learning programs to corporate clients, building the partnerships pipeline from outbound as the second hire into the function.
- Built relationships with HR and L&D decision makers at mid-size companies, converting cold outreach into recurring program placements.
- Secured long-term enterprise partnerships with Rakuten and Practo through C-suite and HR-leader engagement and tailored commercial structuring.

Corporate Relations Associate January 2020 - August 2021
upGrad (EdTech)

- Acquired new SME clients across emerging regional markets outside the major metros, building outbound pipeline through LinkedIn Sales Navigator and AngelList.
- Ran end to end placement drives connecting 500+ companies to talent pipelines, exceeding individual sales quota quarter on quarter.
- Launched the Bridgelabz partnership project, improving cross-functional execution between sales and delivery teams by 20%.

Business Development Associate August 2019 - December 2019
Click Labs (SaaS)

- Signed 15 SME partnerships across EMEA selling Click Labs' hyperlocal franchise platform, beating quota by 100% in a five month tenure.
- Closed a franchise sale that stood as one of the company's notable early deals, and was the first of 120 interns converted into a full sales role, within five days of joining.

EDUCATION

B.Tech, Computer Science and Engineering 2016 - 2020
Lovely Professional University

A technical degree that helps daily when selling to security and engineering buyers. Comfortable with APIs, integrations and technical discovery without needing a sales engineer in the room.

KEY SKILLS

- **Sales:** Full Sales Cycle, New Business Development, Outbound Prospecting, Pipeline Generation, Discovery, Product Demonstrations, Negotiation, Closing, Quota Attainment, Forecasting, Territory Management, Cold Calling, Consultative Selling, Value Selling
- **Methodologies:** BANT, SPIN, MEDDIC, Solution Selling, LinkedIn Value Engagement Framework, multi-threading and stakeholder mapping
- **Account Growth:** Account Management, Account Expansion, Upsell and Cross-sell, Renewals, Net Revenue Retention (NRR), Gross Revenue Retention (GRR), Quarterly Business Reviews (QBR), Stakeholder Management, C-level Engagement
- **Domain:** B2B SaaS, Cybersecurity, Data Loss Prevention (DLP), AI Governance, SMB and Mid-Market Sales, EdTech, Talent Solutions, Digital Advertising
- **Tools:** Salesforce CRM, Gong, Clay, Apollo, LinkedIn Sales Navigator, Zendesk, Pylon, Notion, Fathom, Slack, Google Workspace, Microsoft Excel
- **AI in the workflow:** Built and shipped two production AI agents for renewal forecasting and prospecting, used daily by the CS team. Comfortable building internal tooling rather than waiting for it.

ADDITIONAL INFORMATION

- **Recognition:** named in Outplay's inaugural 30 Under 30 SDRs (2022). Jury included John Barrows, Kevin Dorsey and Scott Leese.
- **Audience:** 10,000+ LinkedIn followers built through regular content on SaaS sales and careers. I also run a YouTube channel reviewing companies and interviewing startup founders, which keeps my discovery and storytelling sharp.
- **Technical:** daily user of Salesforce, Zendesk, Pylon, Gong and modern prospecting tools (Clay, Apollo). Built a working SaaS side project (React, Firebase, Razorpay) end to end.
- **Portfolio:** rshares.netlify.app, including deal breakdowns and the AI agents described above.
- **Languages:** English (fluent), Hindi (native).