Braden Perucca

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PROFILE SUMMARY

Dedicated, customer-centric professional with multifaceted experience in client management, information systems and customer experience.

Foster relationships with clients to deliver true business value and demonstrate product functionality.

Utilize technical knowledge in anticipating stakeholder needs, moving easily between big-picture thinking and managing relevant detail to accomplish business performance.

Stay abreast of current business trends to improve procedural and technology levels.

CORE COMPETENCIES

B2B/B2C

SaaS Sales

Pipeline Generation

Consultative Selling

Account Management

Business Development

Sales Cycle Management

Customer Relationship Management

AI Selling and Utilization

EDUCATION

Utah Valley University - Orem, UT
Occupational Therapy (2015)

Southern Utah University - Cedar City, UT (2011)

American Fork High School - American Fork, UT
Diploma (2010)

TECHNICAL SKILLS

Hubspot, Salesforce, Outreach, VoIP Phone Solutions, Slack, Microsoft Office Suite, Claude AI, Clari, ZoomInfo, Apollo

PROFESSIONAL EXPERIENCE

SaaS Account Executive (SMB-Mid Market)

Henry Schein One – American Fork, UT (Northern California Territory) | *March 2026 – Present*

Promote core software offerings, including Practice Management Systems, for dental offices across the Northern California territory. Manage the full sales cycle from prospecting and lead generation through product demonstration, negotiation, and closing.

SaaS Account Executive (Mid Market-Enterprise)

Intermedia – Bellevue, WA | *September 2021 – March 2026*

Promoted the entire Intermedia products and services portfolio, such as VoIP solutions and hosted email with encryption, security, and archiving. Sold various Microsoft products to large corporations as Microsoft's gold partner. Drove the full sales process from new lead outreach to opportunity management to closing, while heavily leveraging and selling AI-driven solutions to enhance workflows and eliminate friction throughout the customer journey.

- ✓ Attained top 5% of all direct sales employees and #2 in overall revenue with $1.8 million ARR.
- ✓ Three time Pres Club Winner, exceeding 10K in net new MRR and over 1.8 million in net new ARR.

Sales Account Executive (Mid-Market/Enterprise)

Doxy.me LLC – Rochester, NY | *April 2020 – September 2021*

Oversaw new business growth by selling digital solutions, providing a convenient way for healthcare providers to meet with their patients remotely, and improving the healthcare experience. Managed the entire sales process from prospecting, opportunity identification, product demonstration, client retention and CSM duties.

- ✓ Consistently exceeded the quota of $60K in new ARR monthly, averaging 200% in attainment with an average deal size of $15K.

Sales Account Executive (SMB – Mid Market)

Ziplocal - Provo, UT | *September 2019 – April 2020*

Supported Zip Local clients through cold calling, focusing on client retention and growth. Developed client relationships and discussed strategy, roadmap, tactics, and ROI opportunities.

- ✓ Achieved $30,000 in new ARR monthly and regularly exceeded quota at an average of 175% attainment.

Sales Account Executive (SMB-Mid Market)

Automile Inc - Pleasant Grove, UT | *February 2017 – September 2019*

Engaged with prospective clients through various sales strategies such as lead generation, cold calling, email marketing and product demonstration.

- ✓ Regularly attained quota of $25,000 ARR net new business monthly.

Sales Account Manager (B2C)

Vivint Smart Home - Provo, UT | *September 2015 – February 2017*

Cultivated business relationships and retained accounts through effective account management strategies and efficient use of Salesforce.

✓ Top representative within a team of 60+ sales representatives selling an average of $15,000 - $20,000 in new ARR monthly, exceeding the quota of just $4,000.

Inside Sales Representative (B2C)

Vivint Smart Home - Provo, UT | *July 2014 – September 2015*

Built own book of business from the ground up and fostered relationships with new and existing clients to achieve sales goals. Conducted inbound calls with a conversion ratio of over 50%.

✓ Worked my way up to become a top 5 performer to a 100+ person team with an average of 70% conversion with a deal size of $2000.