ROMAN URAKOV

B2B SaaS SALES | ACCOUNT EXECUTIVE | BUSINESS DEVELOPMENT

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PROFESSIONAL SUMMARY

B2B sales professional with 8+ years of experience in prospecting, consultative selling, account management, SaaS, subscription-based solutions, and full-cycle sales. Experienced in selling technology and digital solutions to business owners and decision-makers, from initial cold outreach and discovery through solution presentation, objection handling, negotiation, and close. Proven track record generating recurring revenue, growing existing accounts, and managing sales pipelines. Experience with CRMs such as Zoho, Salesforce, HubSpot, Dialpad, and Slack.

CORE SALES COMPETENCIES

B2B SaaS & Subscription Sales • Outbound Prospecting & Cold Calling • Lead Generation & Qualification • Discovery & Needs Analysis • Pipeline Development & Management • Full-Cycle Sales • Consultative / Solution Selling • Product Demonstrations • Objection Handling & Negotiation • CRM & Sales Forecasting • Account Expansion & Upselling • Customer Retention • Business Development

PROFESSIONAL EXPERIENCE

ACCOUNT EXECUTIVE | Omnizant | Jul 13, 2026 – Sept 15, 2026

Remote

• Prospect and sell B2B technology and digital growth solutions to business owners and decision-makers, leveraging AI tools such as ChatGPT and Google Gemini tools.

• Own the sales process from cold outreach and prospecting through discovery, solution presentation, objection handling, negotiation, and close.

• Sell custom websites, SEO, pay-per-click advertising, and a subscription-based SaaS AI lead-generation platform.

• Close subscription-based solutions with annual recurring revenue (ARR) ranging from $12,000–$30,000 per account.

• Conduct consultative discovery to identify gaps in prospects' online presence, lead generation, customer acquisition, and follow-up processes.

• Present tailored website, SEO, PPC, and SaaS solutions based on each prospect's business goals, budget, and growth opportunities.

• Manage prospect follow-up, pipeline activity, and relationship development to generate new business and recurring revenue.

• Translate technical and digital solutions into clear business outcomes for non-technical decision-makers.

ACCOUNT EXECUTIVE / ACCOUNT MANAGER / CUSTOMER SUCCESS | Chrisad, Inc. | Corte Madera, CA | Oct 2020 – Dec 2025

- Managed the full customer lifecycle across prospecting, discovery, closing, onboarding, retention, renewals, and account expansion, leveraging AI tools such as ChatGPT and Google Gemini for workflows.
- Sold subscription-based digital marketing and technology solutions, including websites, SEO, and SaaS platforms for dental offices to scale.
- Generated $30K–$50K in monthly recurring revenue through new business, renewals, and account expansion.
- Drove 17–25% month-over-month revenue growth across digital and in-office marketing product lines.
- Conducted discovery conversations with business owners and C-Suite decision-makers to understand budget, timeline, objectives, and purchasing criteria.
- Identified expansion opportunities and increased account value through consultative upselling and solution positioning.
- Recovered at-risk and semi-terminated accounts by identifying customer needs, repositioning value, and improving solution adoption.
- Maintained CRM pipeline activity, opportunity tracking, follow-up, and revenue forecasting.
- Partnered cross-functionally to support onboarding, customer success, retention, and long-term account growth.

SALES CONSULTANT | Sleep Number | Petaluma, CA | Oct 2018 – Apr 2020

- Closed high-ticket sales through consultative needs analysis and personalized solution recommendations.
- Guided customers through the complete purchasing process, from discovery and product education through objection handling and close.
- Converted inbound opportunities into revenue through needs-based selling.
- Built customer relationships by identifying needs and aligning solutions with individual priorities and budgets.
- Generated $8k-$13k per sale, which led to achieving quota of 110% MoM

EDUCATION

Sonoma State University — Bachelor of Arts, Anthropology

LANGUAGES

English – Fluent | Russian – Fluent