SANDER J. BLOOM
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PROFESSIONAL SUMMARY

Purposeful sales professional with experience in lead generation, business development, and account management. Adept at managing full sales cycles, utilizing strategic cold calling, CRM systems, and technical sales expertise. Demonstrated success selling SaaS, cloud solutions, and data services to C-level executives across multiple industries.

CORE COMPETENCIES AND ACCOMPLISHMENTS

- Cold Calling & Heavy Outbound Calling
- Full Sales Cycle Management
- Led outbound campaigns generating 100+ meetings/month
- Managed and converted $20M+ in active pipeline opportunities
- Increased client retention by 30% via account recovery campaigns
- Technical & IT Sales (SaaS, Cloud, Data)
- C-Level Sales Experience
- CRM Systems (Salesforce, HubSpot, Apollo)
- Virtual Sales & Remote Work

PROFESSIONAL EXPERIENCE

Business Development Representative

T2B Solutions Inc. | June 2026 – Present | Remote

- Generate new business through cold calling, email outreach, and outbound prospecting.
- Develop opportunities with employers and benefits brokers for Employee Navigator, benefits administration, and Calcura billing solutions.
- Promote benefits technology, EDI/834 file management, carrier connectivity, and system integrations.
- Schedule qualified meetings and advance sales opportunities with company leadership.
- T2B is a Certified Partner of Employee Navigator

Sales Development Representative
AkkenCloud, January 2024- Aprill 2024

- Conducted outbound lead generation and managed inbound inquiries.
- Promoted cloud-based staffing platform solutions.
- Utilized Apollo for prospect research and targeted email campaign strategies.

Business Development Representative, Data Services Team
C2 – Competitive Computing (acquired by Xerox Business Systems), 2021 – 2023

- Developed sales pipelines for SaaS solutions specializing in Product Information Management (PIM) and Master Data Management (MDM).
- Executed an average of 75 daily outbound calls targeting VP, Director, and C-level executives.
- Managed opportunities and lead nurturing through Salesforce CRM.
- Enhanced sales through webinars and comprehensive presentations.
- Consistently maintained a pipeline exceeding $8M.
- Collaborated with cross-functional teams to craft client-specific solutions.
- Traveled regionally for client presentations and solution design.

Business Development Manager (Multiple Startups)
Various Startups (Capstone Creative, Visme, Syslink Americas), 2013 – 2020

- Executed consultative sales approach selling SaaS and SAP-based solutions.
- Regularly exceeded quotas through 80-110 daily outbound prospecting calls.
- Built extensive sales pipelines leveraging social media and targeted outreach.
- Led executive-level presentations, securing multiple business contracts.
- Managed fully remote sales operations consistently.
- Sold SaaS and ERP solutions with annual contract values ranging from $50K to $500K.
- Re-engaged dormant clients and grew repeat business by 30%.
- Attended multiple B2B trade shows to generate new leads and partnerships.

Inside Sales Executive
Mercury Solar Systems, 2011 – 2012

- Directed inside sales for Maryland operations of a prominent solar energy integrator.
- Generated over $3M in sales revenue within one year.
- Developed a comprehensive client database of over 500 contacts through targeted campaigns.
- Responsible for the Maryland region with frequent in-person client visits.

TOOLS AND PLATFORMS

Salesforce
HubSpot
Apollo
Sales Logix
ZoomInfo
LinkedIn Sales Navigator
ChatGPT