

Gregory M. Pennington

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527 Ivy Street, San Francisco, CA 94102

Professional Experience

FFW, San Francisco, California

November 2015-Present

Account Manager,, Western U.S. (November 2015-Present)

- Led new business hunting and client relationship management in a dynamic market for the world's largest Drupal agency.
- Maintained a book of business of greater than \$1MM while managing new deals in excess of \$250k.
- Liaised between a 30+ person in-region technical team and business executives to draft client proposals.
- Closed multiple new project and subscription deals within 2 months of joining the company.
- Advised global executive leadership on Account Management strategy, metrics and departmental setup.

Acquia, Boston, Massachusetts

December 2012 – November 2015

Account Manager, Asia-Pacific and Western U.S. (March 2014 – November 2015)

- Supervised 70+ accounts across 13 countries worth over \$6M in annual revenue, directly responsible for meeting industry-leading renewal and upsell targets.
- Reached full quota achievement 6/6 quarters, averaging 133% achievement in that period.
- Selected as an Acquia Top Performer for three consecutive quarters.
- Renewed 100% of Acquia Elite engagements, our most complex and demanding offering, averaging 20% annual subscription value increase per renewal cycle.
- Closed 3 of the 5 largest Asia-Pacific commercial deals in company history.
- Provided live support and contact for Asia-Pacific clients despite being based in Boston headquarters.
- Worked directly with C-Level and executive client contacts to resolve product implementation or performance challenges.
- Conducted periodic reviews of client business to strategically plan for upcoming technical product needs and discover opportunities for upsell/account growth.

Associate Account Executive, EMEA (July 2013 – March 2014)

- Collaborated directly with the Key Account Executive in managing over 180 accounts across a variety of verticals and time zones, contacting clients who were experiencing performance issues and working to secure their continued business daily.
- Drafted over 60 renewal and upsell contracts per quarter in addition to ad-hoc upgrade amendments and quotes. Executed various projects and tasks to build a leaner, more efficient set of processes and systems for the Account Management team.
- Coordinated with Finance and Operations departments to routinely collect on outstanding debts owed to Acquia and improve overall product margins.
- Gained significant skills in customer relationship management, strategic negotiation, and international business best practices.

Sales and Account Management Intern (December 2012 – July 2013)

- Entrusted with a wide selection of assignments, including sales recruitment, systems integration and business-critical strategic projects. Worked directly with Product Management and Sales leadership to track results.
- Strengthened Account Management skills by overseeing the daily customer experience for online subscribers and migrating legacy customers to new online payment and contract system to ensure their continued business with Acquia.

Additional Experience

Vaccine and Immunotherapy Center, Mass General Hospital, Boston, MA

Junior Board Member

January 2013 – Present

- Managed entire development team for a cutting-edge clinical research organization at one of the world's foremost hospitals.
- Founded and led inaugural VIC charity golf tournament, the most successful event to date.
- Drafted original marketing materials and coordinated weekly meetings and conference calls as needed.

Lambda Chi Alpha Fraternity, Theta-Pi Chapter, Gettysburg, PA

Parliamentarian

August 2010-May 2012

- Tasked with maintaining order during weekly chapter and executive committee meetings in order to keep debate positive and fluid.
- Responsible for enforcing Robert's Rules of Order as well as the Modern Rules of Order.

Education

Gettysburg College, Gettysburg, PA

August 2008 - May 2012

- B.A., Political Science, GPA: 3.1, Major GPA: 3.4
- Pi Lambda Sigma Humanities Honor Society Inductee, Gettysburg College Founders Scholar

Universitat Pompeu Fabra/IES Abroad Barcelona, Spain

January 2011- May 2011

- Composite GPA: 3.6
- Concentration in Legal Studies and European Politics, developed Spanish language skills to near-fluent levels

Skills: Customer Relationship Management, Solution Selling, B2B, Objection Handling, Contract Negotiation, Dispute Resolution

Technical: Salesforce.com, Parature, Zendesk, JIRA, Excel, Powerpoint, Join.me, SaaS, Basecamp

Language: Advanced Spanish