

# Assad Ali

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## Work Experience

### **SMB/Enterprise Account Executive [New Business Team]**

June 2016–Present

*JFrog | Sunnyvale, CA*

- Managed full sales cycle from qualifying inbound leads and prospects, to fostering initial interest and leading user to discovery, and facilitating user's POC, then finally through closing the deal and procurement process. (SaaS, On-Prem, & Hybrid model)
  - Rank top 5%-10% globally in sales performance as an Account Executive measured by metrics capturing inbound opportunities generated, opportunities closed (new logos), and total ARR and bookings.
  - Achieved 108 % quota between Q3 / Q4 2016 and largely contributed to team quota.
  - Achieved 270 % quota in Jan 2017; only account executive on US team to achieve Q1 2017 quota: 130%.
  - On-boarded over 150 new logos.
  - 20% shorter average deal life cycle when compared to other members of SMB team.
  - Managed and achieved quota size of ~700k per quarter.
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### **Operations & Coordination Intern**

October 2015-April 2016

*Mercedes Benz Research & Development, North America | Sunnyvale, CA*

- Assisted in scheduling for Consumer Electronic Show 2016 (CES) for upper management at Daimler.
  - Lead project manager to Machine Learning/ A.I team throughout internship.
  - Contacted companies and arranged executive meetings, including innovative startups and fortune 100 companies.
  - Reacted quickly to dynamic needs and diplomatically handled scheduling conflicts.
  - Prepared briefs and presentations for executives that enabled premier decision making on potential integrations on in-vehicle infotainment.
  - Managed vehicle fleet, configuration, and record keeping of test devices.
  - Optimized team test phone service plans to match costs with business needs.
  - Tested android 'Mercedes Benz' App for bugs, in addition to QA for other biometric preproduction projects.
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### **Assistant Manager**

April 2014-July 2015

*GNC | Santa Cruz, CA*

- Exceeded nuanced knowledge base of product and service offerings to ensure customer satisfaction.
  - Maintained weekly sell through data report for region-wide inventory planning and SKU success analysis.
  - Exceeded daily, weekly, and monthly sales quotas.
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### **Security Receptionist**

March 2013-April 2014

*Facebook | Menlo Park, CA*

- Checked in, directed, and escorted guests/contractors appropriately.
  - Verified security clearances of guests and employees to ensure classifications.
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### **Sales Representative**

January 2012-March 2013

*Banana Republic | Milpitas, CA*

- Fulfilled weekly sales quotas through engaging with customers and enabling sales.
  - Supervised the cash register and closed out registers at EOD.
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## Technical Skills

- **Software/Applications:** Salesforce, MS Office, Excel, PowerPoint, Pages, Numbers, Keynote, iMovie, Visual Studio, Video Fixer, Webex, Zoom Video Conference, QuickBooks, Jira, Confluence.
  - Extensive troubleshooting, Help Desk, and technical sales calls and support via phone, online-chat, webex, virtual room.
  - **Experience:** Hunting new business opportunities, managing sales cycle, hardware installation of Raspberry Pi, system updates of vehicle software.
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## Education

### **Bachelor of Science in Molecular, Cellular, Developmental Biology**

Graduated 2015

*University of California, Santa Cruz*