ISHELE SUNSERI

Enterprise Sales Director | B2B Tech & Advisory Services
434-294-0084 | Richmond, VA | ishelesunseri@gmail.com | www.linkedin.com/in/ishele-sunseri-662650a

PROFESSIONAL SUMMARY

High-performing **Enterprise Sales Director** with 17 years of leadership experience driving customer acquisition, revenue acceleration, and elite talent retention across cloud, SaaS, and professional service environments. Expert at operationalizing frontline Account Executive (AE) teams using the **Value Selling methodology** to transition raw pipelines into predictable revenue engines. Master of data-driven GTM strategy, leveraging **Salesforce CRM, Power BI dashboards, and advanced Excel modeling** to forecast accurately, isolate operational risks, and align technical solutions directly with executive business metrics.

CORE COMPETENCIES

- **Sales Methodologies:** Value Selling, Miller-Heiman and MEDDPICC Framework, Outcome-Based Selling, Consultative & Solution Sales.
- **Data & Sales Tech Stack:** Salesforce CRM, Power BI, Advanced Excel (Financial & Forecasting Analytics).
- **Frontline Team Leadership:** AE Mentorship, Performance Management, Revenue Operations, & Pipeline Discipline.
- **Enterprise Account Strategy:** Managed Services, Complex Multi-Year Contracts, & C-Suite Engagement.

PROFESSIONAL EXPERIENCE

GARTNER | Remote (Richmond, VA Area) | **October 2012 – September 2026**
Global Technology Research & Advisory Platform
Vice President, Sales (Regional Sales Director — Enterprise AEs) | *2019 – 2026*
Directed and scaled an enterprise expansion organization consisting of 52 Account Executives managed through 6 direct reports, overseeing a $77M ARR recurring subscription channel and $53M consulting channel across strategic commercial markets.

- **Operationalized Value Selling:** Embedded the Value Selling methodology across regional teams, training AEs to move away from feature-dumping and focus strictly on quantifying client business objectives, resulting in a 56% net-new contract value increase over tenure.
- **Data-Driven Forecast Optimization:** Deployed customized Power BI dashboards and advanced Excel analytics to map regional pipelines, identify early churn indicators, and sustain an industry-leading 90%+ customer retention rate (exceeding the corporate baseline of 85.5%).
- **Salesforce CRM Discipline:** Audited and optimized regional Salesforce CRM workflows, instituting rigorous data hygiene that turned raw pipelines into high-probability opportunities and drove a 75%+ President's Club qualification rate.
- **Cross-Functional Solution Blueprinting:** Collaborated closely with internal product and consulting subject matter experts to design and deliver large-scale, high-value advisory packages tailored to solving complex enterprise CIO challenges.

Area Vice President / Senior Sales Manager | *2015 – 2019 (Austin, TX)*

Steered frontline sales teams to consistent quota attainment, managing full-cycle sales development, territory positioning, and strategic client acquisition.

- **Consistent Quota Outperformance:** Achieved 107% of the annual net-new contract value (NCVI) goal in 2018 and 108.4% in 2015 via rigorous solution-selling techniques, earning consecutive internal high-performance awards.
- **Enterprise Tech Alignment:** Led deep discovery sessions with large market tech buyers, using financial impact modeling in Excel to clearly justify investments.

Account Executive / Senior Account Manager | *2012 – 2015 (Austin, TX)*

- **Rapid Scale Execution:** Scaled an unmapped sales territory from 1 initial Account Executive to a robust regional presence, delivering 105% performance-to-plan in 2014 and 102% in 2013.
- **Contract Optimization:** Expanded core commercial accounts from $200K to $1.5M in ARR by tracking leading utilization indicators and pitching high-margin premium subscription tiers.

NTT DATA CORPORATION | Austin, TX

Senior Manager — Capture Excellence & Enterprise Consulting

Orchestrated end-to-end pre-capture and capture operations for large-scale, high-value technical consulting and advisory engagements, aligning multi-disciplinary delivery teams with complex client requirements.

- **Led High-Stake Capture Strategies:** Maintained full accountability for competitive positioning, vehicle alignment, and executive relationship blueprinting, successfully converting multi-million-dollar pipelines into won engagements.
- **Secured IT System Modernization Awards:** Directed the win-strategy, technical scoping, and commercial modeling for complex **IT System Modernization** initiatives, transforming aging infrastructure roadmaps into scalable, cloud-ready architectures.
- **Drove Independent Verification & Validation (IV&V) Wins:** Structured winning capture blueprints for high-profile **IV&V compliance frameworks**, providing enterprise clients with rigorous, metric-driven quality assurance and implementation oversight.
- **Cross-Functional Team Mobilization:** Built and managed agile bid teams consisting of Solution Architects, Subject Matter Experts (SMEs), and delivery executives to deliver ironclad pricing models and high-probability value propositions.

EDUCATION & TRAINING

- Coursework & Continuing Professional Development | The University of Texas at Austin
- Certified Value Selling Leader | Gartner Internal Academy
- Advanced Data Analytics (Salesforce & Power BI Integration) | Professional Development

AWARDS & LEADERSHIP

- 10-Time Winner’s Circle / President’s Club Recipient
- Gartner Eagle Recognition Award
- Xcel Leadership Academy (Gartner)
- Gartner Women in Sales Leadership (Speaker & Presenter)