

TONY JOSEPH

Account Executive | B2B SaaS & AI | New Business & New Market Development

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PROFESSIONAL SUMMARY

B2B software and AI seller with full-cycle experience from cold outreach to signed contract, selling to buyers from startups to Fortune 100 companies. Sourced Vendelux's first \$1M+ in qualified pipeline ahead of its \$14M Series A, closed 42Chat's first sale in a new vertical, and performed above goal for three years selling custom software across 27 industries at Chetu. Most recently built a SaaS company's revenue operation from zero as co-founder, including CRM, pricing, contracts, and outbound.

SELECTED RESULTS

- **Sourced Vendelux's first \$1M+ in qualified enterprise pipeline** and led the team in deal creation nearly every month, working 50+ national trade shows ahead of the \$14M Series A.
- **Closed 42Chat's first sale in a new sports vertical, an enterprise tournament bot**, with no playbook or inherited pipeline, the only seller on the team to close a deal.
- **Won meetings with Microsoft, IBM, Adobe, Macmillan, McGraw Hill, and Houghton Mifflin Harcourt** through outbound prospecting at Boclips.
- **Performed above goal for three years at Chetu** closing custom software deals from \$15K to \$300K+ with buyers from startups to Fortune 100 companies; earlier promoted to team leader and mentor at Kaplan.

PROFESSIONAL EXPERIENCE

Chief Revenue Officer (Co-Founder) | Harmony360 Wellness / H360 Platform · Remote *Jan 2024 - Present*

- **Built the commercial engine from zero**, connecting ICP research, positioning, pricing, web conversion, HubSpot CRM, outbound, demos, proposals, contracts, onboarding, and partner program design. Outbound sequences reached a 15% click rate across 345 contacts in manufacturing, logistics, construction, and healthcare.
- **Built and launched a production wellness SaaS platform hands-on to about 30 users** using PHP, JavaScript, MySQL, and API integrations, including onboarding, scoring, check-ins, live sessions, rewards, role-based admin views, multilingual access, and Stripe billing.
- **Created enterprise sales and enablement collateral** including an MSA, SLA, strategic pricing matrix, 90-day pilot roadmap, objection playbook, buyer-specific messaging, and facilitator partner playbook.
- **Co-produced a Nurses Week wellness event** for 26 healthcare professionals with sponsor participation from Uniform Advantage and Playa Bowls.

Event Marketing Strategist (Field Sales) | Vendelux · New York / Remote *Apr 2022 - Dec 2023*

- **Sourced the company's first \$1M+ in qualified pipeline**, joining at roughly \$25K in revenue, and led the team in deal creation nearly every month, selling an AI event intelligence platform across 50+ trade shows, field prospecting, and structured follow-up.
- **Educated CMOs, event marketers, and demand generation leaders** on using intelligence covering 160,000+ global events and 65 million data points to improve event investment decisions.
- **Joined when the company had fewer than 10 employees** and contributed during a period in which the customer base doubled, ARR tripled, and the company raised a \$14M Series A led by FirstMark Capital.
- **Managed prospecting, opportunity progression, and follow-up** using HubSpot, Salesforce, Outreach.io, and LinkedIn Sales Navigator.

Account Executive | 42Chat · Remote *Apr 2021 - Mar 2022*

- **Recruited to open a new sports vertical** for an AI-powered chatbot platform with no prior sales history, established playbook, or inherited pipeline.
- **Built the territory strategy**, target account approach, and messaging from scratch, then closed the company's first sale in the vertical, an enterprise tournament bot, after months of net-new prospecting, the only seller on the sports team to close a deal, opening a channel that continued after my tenure.

Sales Account Executive | CO.STARTERS · Remote *Jun 2020 - May 2021*

- **Sold entrepreneurship training programs to state and local government agencies**, economic development foundations, and nonprofits, running stakeholder meetings, client presentations, and in-service training.
- **Built and presented proposals tailored to each community's goals**, working with program managers and coordinators through multi-stakeholder approval cycles.

Inside Sales Specialist | Boclips · Remote *Feb 2019 - Oct 2019*

- **Opened conversations with decision makers at leading educational publishers**, including Macmillan, Houghton Mifflin Harcourt, and McGraw Hill, for an educational video platform.
- **Set meetings with technology companies including Adobe, Microsoft, IBM, and Learning Tree International**, and negotiated agreements while managing the sales cycle and account relationships.

National Account Manager | **Chetu, Inc.** · Plantation, FL

Mar 2016 - Jan 2019

- **Sold custom software development across 27 industries**, including mobile applications, CRM systems, ERP platforms, and enterprise software for clients ranging from startups to Fortune 100 companies, with deals from \$15K to \$300K+.
- **Managed complex multi-stakeholder discovery**, technical scoping, proposals, negotiations, and delivery handoffs while partnering directly with engineering teams.
- **Performed consistently above goal** across a near three-year tenure and used Salesforce for pipeline management, forecasting, and account follow-up.

EARLIER SALES EXPERIENCE

Advertising Sales Director | **Ultimate Corporate Advertising** · South Florida

Oct 2014 - Mar 2016

- **Sold USA Today advertising programs** to owners, presidents, and regional VPs, aligning campaigns and event assets with each company's target market.

Inside Sales Representative | **Rewards Network** · Hollywood, FL

Aug 2012 - Oct 2014

- **Built pipeline through high-volume outbound calling** to restaurant owners while managing strict daily appointment, activity, and conversion targets.

Senior Admissions Advisor / Admissions Representative | **Kaplan University / ATI Enterprises** · South Florida / Remote

Jun 2006 - Aug 2012

- **Spent six years in consultative enrollment sales** and was promoted to team leader and mentor at Kaplan, helping train, interview, and coach new advisors.

AI & GTM SYSTEMS I'VE BUILT

- **TradeMate AI (prototype)**: AI office assistant for trade businesses with AI call handling, scheduling, CRM, revenue-recovery insights and Stripe subscription billing, built on React, TypeScript and Supabase with 17 AI-powered backend functions.
- **H360 Revenue Hub**: multi-user CRM with database-enforced role permissions, a full audit log, deal and quote workflows, and a partner commission ledger, designed to keep participant health data out of sales systems.
- **SAM Scout**: pipeline tool that pulls live opportunities from the SAM.gov API, scores each for fit and risk, and flags deadline changes.
- **Built with AI-assisted development**; AI features run on the OpenAI API; also administer HubSpot (workflows, sequences, lead scoring) and Salesforce.

CORE EXPERTISE

Enterprise & Mid-Market B2B Sales · Full-Cycle Sales · New Market & Territory Development · AI, SaaS & Custom Software · Executive Discovery & Demos · Technical Scoping · Pricing & Proposals · CRM Architecture & Workflow Automation · HubSpot & Salesforce · Partner Programs · Event-Driven Pipeline · Sales Enablement · Customer Feedback to Product

TOOLS, CERTIFICATIONS & EDUCATION

Tools: HubSpot · Salesforce · LinkedIn Sales Navigator · ZoomInfo · Outreach.io · Zapier · Zoom · Google Workspace · Microsoft Office

Certifications: HubSpot Sales Software Certification · Google Digital Marketing Certificate · Google Ads Certification

Education: Florida International University, coursework in Business Administration & Management, Miami, FL, 2002-2005