

Patricia Martinez

ENTERPRISE SALES & BUSINESS DEVELOPMENT

Skilled negotiator with 15+ years in enterprise sales. Collaborates with a virtual team of product, technical and editorial resources to win business and drive customer satisfaction. Exhibits an enthusiastic approach to uncovering new business opportunities to make an impact by increasing revenue growth.



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Address and Phone

Houston, TX
512.554.3771

Experience

Reuters

2012 - Present



Global Account Manager – Houston/New York

Contributes to the continued growth of Reuters by cultivating new business opportunities across the broadcast, web, mobile, OTT and print industry. Meets with executives and individual contributors F2F quarterly to understand their business needs.

ON24

2011 - 2012



Senior Account Executive – New York

Brought digital insight, creativity and campaign knowledge to Fortune 500 companies to engage targeted audiences by leveraging virtual environments. Communicated clients' vision to design team.

Stream57/West

2007 - 2011



Live Streaming Channel Manager – New York

Collaborated with cross-functional team of 250+ in North America and Europe to drive live streaming opportunities. Spearheaded the integration of new streaming solutions for desktops and mobile apps.

Simpler-Webb

2004 - 2007



Partnerships Manager – Austin

Managed partnerships with Cisco, Microsoft, RSA and Websense. Negotiated rates with Ingram Micro and Tech Data for each consulting project. Responsible for pricing strategies and margin protection.

TechSolve

2002 - 2004



Project Manager – Austin

Managed the National Center for Missing and Exploited Children LOCATER project. Analyzed data and gathered metrics for project costs and weekly reports to ensure expectations were exceeded.

S1 Corporation

2000 - 2002



Network Security Analyst – Austin

Interpreted the requirements needed for the protection of sensitive data and developed corporate policies for clients to ensure compliance. Took immediate action to escalate network breaches.

Recognitions and Awards

- Exceeded sales quota for past four years.
- 2019: Increased government vertical by 130%
- 2019: Recognized for top sales globally in each quarter; On-target to reach 100% quota.
- 2019: Retained 136% of my book of business.
- 2018: Recognized for 2nd largest sale globally.
- Acquired six new Fortune 1000 logos within first six months,
- Achieved 100% contract renewal rate with an increase in annual client commitment.
- Rapidly expanded account base in EMEA and APAC.
- Gold Club Award (Reward trip for top performers globally.)
- Streamlined the internal sales process by developing internal tools and resources.
- Pro-actively won business from competitors by actively listening and offering tailored solutions.
- 100% closure rate on all managed service renewals and up-sold 90% of renewal contracts.
- Solely grew service maintenance (Cisco Smart Net, MS Software Assurance) contracts by 190%.
- Increased client satisfaction as the liaison for all managed security service clients.

Education and Certificates

Harvard Business School Online
Disruptive Strategy Certificate

Parsons The New School
Graphic & Digital Design Certificate

SANS Institute
GIAC Cyber Security Certificate (GSEC)

Texas A&M University
BA Management of Information Systems

Design Tools Interests



References Available Upon Request