

# Yasser Hasan

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## SUMMARY OF QUALIFICATIONS

- Native proficiency in Arabic and English
- Fluent in all common digital platforms: Salesforce, Mac, MS Office, Social Media, Google Ads
- 4+ years of B2B consultative sales and relationship management experience in fast paced and dynamic environments with an emphasis on closing new business and structuring deals with multiple stakeholders
- 2+ years managing high performance teams in fast paced and dynamic environments
- 2+ years of digital marketing experience leveraging various inbound tools to achieve rapid and measurable business growth
- Proven track record of consistently exceeding aggressive sales targets through self management and applying challenger methods while coaching staff, building and maintaining positive and mutually beneficial relationships
- Proven ability to run concurrent projects while performing in highly stressful and demanding environments with tight deadlines

## EDUCATION

**Canadian Securities Course, CSC. (May, 2019)**

**Bachelor of Arts (Honors) Major in Political Science and European Union studies.  
University of Toronto, St George.**

Academic Achievements

- 3.5/4.0 GPA

**International Baccalaureate Diploma.**

**Halifax Grammar School. Halifax, Nova Scotia.**

## PROFESSIONAL EXPERIENCE

**Account Executive- SaaS Logistics**

**Joeyco (October 2016–May 2018)**

- Client facing SaaS employment experience selling a cloud based logistics platform to SMBs in Ontario with 1-500 employees and \$2MM (minimum) in revenue. 2.5 months average sales cycle.
- Complete sales cycle management from prospecting to closing using a CRM (Salesforce)
- Hunted for and closed new business daily within an assigned national territory across different verticals deploying a variety of outreach methods (cold calls, email, social, etc) achieving 100% of quota while competing with major market leaders
- Acted as relationship manager to dozens of named national accounts successfully upselling Joeyco's solutions while preventing churn
- Simplified and successfully communicated Joeyco's value proposition on a consultative basis by performing a thorough needs analysis, pitching to qualified c-level decision makers and business owners exposing and tailoring to pain or needs

- Booked weekly meetings, conducted daily demo's, and created client pitch decks for face to face presentations and presented in person
- Negotiated and structured deals with new clients regarding price and terms and conditions of service
- Worked cross-functionally with multiple teams within the business to ensure goals were successfully met
- Developed and implemented sales enablement strategies including marketing collateral, trade show events and other executions
- Led training sessions with members of management teams and coached retail partners

### **Sales Manager- Real Estate Sales & Marketing**

#### **Alex Pino, broker at Sotheby's International Realty Canada. (October 2014 - September 2016)**

- Hybrid sales position working with and reporting directly to the VP of sales closing over \$10MM in deals far exceeding quota as the top sales performer
- Daily relationship management with developers, real estate agents and brokers, lawyers, mortgage brokers, bankers, insurance brokers and property managers
- Coached and supported a sales team on lead acquisition, sales, client support, relationship management, presentations, negotiation, digital marketing strategies and other best practices
- Strategized and implemented an omni-channel inbound digital marketing campaign (Facebook, Google ads, direct mail etc) to increase and improve lead quality generation, resulting in a 300% increase in net inbound acquisitions as a result of the new business development efforts in year one alone
- Created financial models for all local and overseas investor inquiries
- Developed and implemented new business processes of onboarding and managing all new clients totalling 300+ accounts by the end of year two
- Developed and implemented the digitization of hundreds of client accounts delivering under budget and ahead of deadlines

### **Inside Sales Manager- SaaS Enterprise Sales**

#### **Petrochemical Corporation. (May, 2014)**

- Recalled upon the end of my contract with a promotion to coach and support three BDR software reps
- Developed sales training materials, sales collateral, marketing plans and successfully proposed new business development strategies in order to grow market share
- Implemented a custom sales strategy and successfully grew MRR (Monthly Recurring Revenue) by over \$50,000 USD achieving 150% of quarterly quota
- Created financial models and aided in presenting to key investors on the overall value of the company

### **National Sales Executive- SaaS Enterprise Sales**

#### **Petrochemical Corporation. (May, 2013)**

- Inside sales contract position selling an enterprise SaaS solution for the oil and gas industry within an assigned territory. Sold into enterprise companies with 500+ employees and \$30MM

(minimum) in revenue. 3.5 months average sales cycle. 1 hour average call or demo time with c-suite decision makers and stakeholders

- Completed 30 days of intensive training on enterprise sales methods and processes
- Complete sales cycle management and growth of sales pipeline from \$0 to \$75,000 USD in ARR (Annual Recurring Revenue) within first 3 months
- Utilized inbound marketing channels as well as traditional prospecting methods to research hundreds of companies in order to generate qualified leads and speak to the decision maker using daily cold calls (60-80), email, linkedin navigator, and other best practices
- Consulted with, simplified and successfully communicated Petrochemical's value proposition by pitching to qualified decision makers and stakeholders, challenging the customer to think differently about their business needs
- Overcame objections and handled rejections with the utmost professionalism

### **OTHER CERTIFICATIONS**

- Business Law in Canada. University of Toronto, school of continuing studies. (2015)

### **VOLUNTEER EXPERIENCE**

- Events director. Financial News Room. University of Toronto.
- Director of marketing. Suits U Organization. University of Toronto.
- Communications officer. Italian Undergraduate Student Cultural Association (IUSCA). University of Toronto.