HUGO SOKOLOV

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SUMMARY OF QUALIFICATIONS

- Sales professional who builds long relationships rather than one-off deals.
- Experience across 3 employers, most recently as Senior Account Executive at Clearpath Software.
- Consistently at or above target.
- Known for clear communication with colleagues and for following work through to the end.

EDUCATION

University of Texas at Austin — **Austin, TX**
BA Business Studies — *2017*

PROFESSIONAL EXPERIENCE

Clearpath Software — **London**
Senior Account Executive — *Aug 2024 – Present*

- Ran quarterly business reviews with the top ten accounts.
- Built a pipeline of new business from cold outreach and referrals.
- Ran discovery calls and product demos for mid-sized customers.
- Kept the CRM accurate so forecasts could be trusted.

Clearpath Software — **London**
Account Executive — *Jun 2022 – Jul 2024*

- Looked after a portfolio of 55 client accounts and their renewals.
- Closed 118% of annual target in my second year.
- Mentored a new rep through their first two quarters.
- Negotiated renewals and price increases with long-standing customers.

Summit Sales Co — **London**
Sales Development Rep — *Aug 2020 – Mar 2022*

- Wrote proposals and tender responses with the bid team.
- Shared customer feedback with product to shape the roadmap.
- Trained two new reps on our sales process.

INITIATIVES

Key account plan

- Planned and delivered it alongside day-to-day work, with a written plan and agreed success measures.
- Shared the results with the wider team and kept the documentation up to date.

Sales playbook update

- Planned and delivered it alongside day-to-day work, with a written plan and agreed success measures.
- Shared the results with the wider team and kept the documentation up to date.

TECHNICAL SKILLS

General: Salesforce, Microsoft Office, LinkedIn Sales Navigator
Languages: English (Fluent), German (B2)

CERTIFICATIONS

- Sandler Sales Foundations
- Negotiation Skills (online)

EXTRA-CURRICULAR ACTIVITIES

- Volunteer at a local food bank twice a month.
- Member of a community choir.
- Treasurer of a local sports club, keeping the accounts and membership list.

REFERENCE

Ulla Adeyemi
Senior Lecturer, Fenwick Supplies
Contact: ulla@example.com