

Jeff Peck

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Senior Strategic Account Manager | Top 1% Sales Performer | Former Founder & CEO turned Elite SaaS Sales Leader

High-impact Senior Account Manager with a proven track record of 150%+ YTD quota attainment (2025) and 130%+ attainment (2024) in the competitive Field Service Management (FSM) vertical. **Rare “practioner-seller” combining 10+ years of entrepreneurial leadership (CEO/Founder) with elite SaaS sales mastery.** Leverages deep subject matter expertise (SME) to consult C-Suite stakeholders, orchestrate complex digital transformations, and secure multi-year enterprise expansion and upsell opportunities. **Recognized as a President’s Club Winner and rapid-growth asset, earning 3 promotions in < 3 years. Expert in turning “vendors” into “strategic partners”, driving 110%+ net retention, and mentoring high-performance sales teams.**

Core Competencies

- **Strategic Sales:** Account Management, Complex Deal Structuring, Pipeline Forecasting, Value Engineering, Consultative Selling (Sandler/Challenger), C-Level Negotiations, Territory Planning.
- **SaaS Metrics:** Annual Recurring Revenue (ARR) Growth, Net Revenue Retention (NRR), Churn Mitigation, Upsell/Cross-Sell Strategy, Customer Lifetime Value (CLTV) Optimization.
- **Leadership:** Cross-Functional Team Leadership, Sales Mentorship, Peer Coaching, Strategic Business Planning, P&L Management, Operational Efficiency.
- **Tech Stack:** Salesforce (Advanced), SalesLoft, 6sense, Slack, ZoomInfo, Google Workspace, **Generative AI** (Gemini, ChatGPT for Sales Enablement).

Professional Experience

WORKWAVE (PestPac) | Remote *Leading provider of Field Service Management (FSM) software solutions.*

Senior Account Manager - Strategic Markets | Jan 2025 – Present: *Promoted to manage the company's highest-value strategic accounts based on consecutive years of quota over-performance.*

- **Sales Performance:** Shattered fiscal targets with **160% quota attainment** (2025) for back-to-back **President’s Club** honors. Received **Account Management Excellence Award** (2025) for Surpassing **\$1M** in Account Growth.
- **Enterprise Growth:** Orchestrated complex renewal and expansion strategies for a portfolio of Strategic Market accounts, consistently delivering **110%+ Net Revenue Retention (NRR)**.
- **C-Suite Influence:** Acting as a trusted digital transformation advisor to Enterprise CEOs and COOs, leveraging deep industry SME status to align software capabilities with client operational goals.
- **Leadership:** Serve as **Team Lead**, designing onboarding playbooks that accelerated new hire ramp time by 20%. Selected to pilot new AI-driven sales enablement workflows.

Account Manager - Strategic Markets | Apr 2024 – Jan 2025 *Rapidly promoted from Emerging Markets to Strategic Markets due to exceptional retention rates and upsell performance.*

- **Quota Crushing:** Delivered **134% of annual sales quota**, ranking in the **Top 5%** of Account Managers company-wide.

- **Strategic Wins:** Negotiated and closed multi-year contract extensions with "at-risk" clients, effectively reversing churn and securing long-term ARR.
- **Cross-Functional Orchestration:** Partnered with Product, Customer Success, and Finance to engineer custom solutions for high-value prospects, resulting in a **25% increase in deal velocity**.
- **Awards:** Honored with the **2024 Core Value Award** for Collaboration & Performance Excellence.

Account Manager - Emerging Markets | *Mar 2023 – Apr 2024*

- **Impact:** Exceeded all sales and retention KPIs for the SMB segment, managing a high-volume book of business with **95%+ customer satisfaction**.
- **Process Optimization:** Built scalable customer adoption frameworks that were later adopted by the broader sales organization.

Business Development Representative (BDR) | *Aug 2022 – Mar 2023*

- **Fast Track:** Surpassed activity and conversion targets within first 6 months, earning a promotion to Account Manager in **record time (8 months)**.

ADVANTAGE PEST CONTROL & PESTMASTER SERVICES | Schenectady, NY / Columbus, OH **Founder / CEO & Owner** | *May 2012 – Aug 2022* *Founded, scaled, and operated two successful service-based businesses, overseeing all aspects of P&L, Sales, Operations, and Strategy.*

- **Business Scaling:** Engineered a decade of consistent revenue growth through aggressive customer acquisition and retention strategies, culminating in a **successful strategic exit (acquisition) in 2019**.
- **Operational Excellence:** Built and managed multi-technician field teams, establishing high-performance cultures centered on customer satisfaction and operational efficiency.
- **Sales Mastery:** Personally led all business development efforts, negotiating commercial contracts and residential service agreements with a **90%+ close rate**.
- **Transferable Insight:** Gained granular, first-hand understanding of the operational pain points (scheduling, routing, billing) faced by field service businesses—expertise that now powers a consultative sales approach at WorkWave.

EARLY CAREER Operations Manager and Service Technician | *Pest Control Industry*

- Rose from frontline technician to operations leadership, establishing the foundational industry knowledge and customer-first service ethos that drives current success in Vertical SaaS sales.

AWARDS & ACHIEVEMENTS

- **2024 President's Club Winner:** Top 5% Global Performance.
- **2025 President's Club Winner:** Top performing Account Manager
- **2025 Account Management Excellence Award:** Driving over \$1M in Account Growth
- **2024 Core Value Award:** Recognized for Collaboration & Performance Excellence.
- **Strategic Exit:** Successfully founded, scaled, and sold Advantage Pest Control (2019).