

Brandon Taylor



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Profile

Dynamic executive leader with extensive experience in Enterprise/Field sales, Commercial/Inside sales, and Sales Development. Skilled in leveraging data and AI alongside top-tier SaaS sales strategies to create scalable, repeatable sales processes. I excel in creating repeatable sales processes that enable efficient pipeline generation, strategic partnerships, and world-class customer experiences. I also prioritize personal and professional development by fostering a winning culture that empowers my team to achieve their full potential.

EXPERIENCE

03/2022 – present
Austin, Texas

Senior Director of Global Sales Development **PING Identity**

Leading the Global Sales Development team (6 Managers, Operations, 60+ SDRs) for the Triple-crown (Gartner, Forrester, KuppingerCole) leader in Identity and Access Management.

- President's Club – 2022, 2024
- Won Most Inspirational Sales Leader Award -2024
- 102% attainment in 2023• 104% attainment in 2024
- Grew team from 17 to 35 in first 9 months, up to 50+ in 2023, 60+ in 2024
- Year 1 – reduced attrition by 20%+ and brought org from Bottom 5 to Top 5 placement in E-Sat out of 40 orgs, Highest E-sat in organization in 2023, 2024

01/2021 – 03/2022
Austin, Texas

VP of Sales **Lumistry**

I led all sales (Enterprise, Inside, SDR, and Sales Engineering) at Lumistry, a well-funded (100MM) Health tech SaaS software company with over 9,000+ existing customers and driving 30MM+ in revenue.

- 117% achievement on assigned team quota in 2021
- Restructured comp plan, discount structure, and lead flow/assignment to boost sales results and retention while simultaneously increasing margins
- Worked through the acquisition and merger of VOW Inc., integrating sales teams, products, pricing, processes, and pitch

08/2017 – 01/2021
Austin, Texas

Director Worldwide Inside Sales and Sales Development **SailPoint Technologies**

Reporting to the CRO, I led a team of 8 Sales Managers 50+ ISRs & 20+ SDRs across US/Canada, LATAM, EMEA, & APAC.

- Delivered over plan in FY17 (104%), FY18 (120%), FY19 (102%), & FY20 (104%).
- Created, implemented, and enforced key sales processes relative to demand gen, lead qualification/documentation, sales stage conversion, contract negotiation/execution, and post-sales customer satisfaction, upsell, and retention.
- Evaluated, selected, and implemented key sales technologies resulting in the consistent growth of 30%+ YoY (Outreach, DocuSign, LeanData, Zoominfo, Lusha, LeadLander, PeopleAI, etc.).
- Built and managed key consulting and outsourcing partnerships (Revshop, Operatix, By Appointment Only, Sirius Decisions, etc.).

11/2016 – 08/2017
Austin, Texas

Director of Sales **Securonix**

- Director of Sales for the TOLA region enterprise accounts.
- Managing and coordinating cross-function teams (Sales, Engineering, Marketing,



EXPERIENCE

11/2016 – 08/2017
Austin, Texas

channel] to drive business goals.

- Crafted and implemented TOLA-specific enterprise planning, partnership, and execution

Senior Director - Worldwide Sales Kony, Inc.

[ACQUIRED BY TEMENOS] Reporting to the CRO, I led a worldwide sales team of 20+ sales representatives responsible for sourcing, progressing, and closing opportunities to meet quarterly and full-year quotas. [Teams located in TX, FL, London, and India]

- Developed data modeling to identify accounts with the highest propensity for success.
- Selected and implemented Sales Training/Methodologies: Sales for Life, MEDDPIC, Challenger Sales, SFDC Trailblazer.
- Created hiring profile and process, including strategic partnerships with Pareto Law and universities with accredited sales concentration.

01/2014 – 12/2015
Austin, Texas

Regional Sales Manager SailPoint Technologies

Large quota enterprise software sales across multiple product lines and deployment models.

- 126% quota earned in year one, 189% quota earned in year two.
- Presidents Club 2014 & 2015.

10/2010 – 01/2014
Austin, Texas

Inside Sales Manager SailPoint Technologies

I hired, trained, and led the global inside sales team across diverse product lines, on-premise and SaaS.

- Earned “Compass Award” (EOQ) in my first full quarter with the company
- Helped craft go-to-market sales strategy for new product lines
- Hired, trained, and managed sales efforts in the US and emerging markets (EMEA, ANZ, APAC)

04/2009 – 10/2010
Austin, Texas

Regional Sales Manager S1 Corporation

[ACQUIRED BY ACI WORLDWIDE] S1 Corp is an industry leader in Self-Service Banking Solutions for the country’s top regional banks. I led targeted enterprise software sales to C-suite executives in large financial institutions.

- Finished 125% of goal in 2009
- Delivered and maintained an exceptionally low level of attrition in the existing client base (<3%)
- Was tapped to help the lending division and made an immediate impact on pipeline and revenue.

08/2008 – 04/2009
Austin, Texas

Senior Territory Sales Manager ReachForce

ReachForce delivers SaaS solutions that enable B2B companies to laser target their lead generation initiatives. Consistently exceeded daily, monthly, and yearly goals and metrics in call volume, appointments set, and closings.

- Consistently earned recognition and won sales contests for exceeding quota
- Top 10% of sales force

Earlier Career: Additional quota-carrying and leadership roles in enterprise sales, mortgage, financial services.



EDUCATION

San Marcos, TX

Mass Communication/Media Studies | Bachelor’s Degree Texas State University

Minor in Business