

# JAY THOMAS

Senior Account Executive | Full-Cycle Sales | SaaS | Revenue Growth

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## PROFESSIONAL SUMMARY

Results-driven Senior Account Executive with 9+ years of full-cycle B2B, SaaS, residential solar, energy storage, and consultative sales experience. Generated \$15M+ in career revenue, including \$12.36M at SunPower, earned President's Club 2022, ranked top-7 nationally, and currently performs at 143% quota attainment with a 175% peak month. Known for disciplined pipeline management, accurate forecasting, value-driven product demos, CRM hygiene, and cross-functional execution. Combines sales leadership with hands-on AI, automation, and web development experience, strengthening credibility in SaaS, technical-product, and revenue-focused environments.

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## CORE SKILLS

Full-Cycle Sales, B2B Sales, SaaS Sales, SMB & Mid-Market Sales, Consultative Selling, Discovery Calls, Product Demos, Pipeline Management, Forecasting, CRM Hygiene, Outbound Prospecting, Lead Qualification, Account Management, Negotiation & Closing, ROI Selling, Proposal Development, Territory Planning, Salesforce, HubSpot, Apollo, Sales Automation, Field Marketing, Grassroots Lead Generation, Team Leadership, Coaching & Mentoring, Cross-Functional Collaboration

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## PROFESSIONAL EXPERIENCE

### National Account Executive (SaaS) - SMB & Mid-Market

*Olly Olly | Austin, TX | Nov 2024 - Present*

- Generated approximately \$411K in new annual contract revenue, achieving 143% quota attainment and a 175% peak month through disciplined pipeline management and accurate forecasting.
- Own the full-cycle outbound sales process for a SaaS digital marketing automation platform, partnering with SMB owners to improve lead generation and customer engagement.
- Use HubSpot, Apollo, and automation tools to manage prospecting workflows, follow-up cadence, pipeline progression, and CRM hygiene.
- Deliver customized product demonstrations that connect client pain points, business goals, and platform value to improve buyer confidence and conversion quality.
- Coach teammates on outbound strategy, discovery, demo delivery, objection handling, and consultative selling to improve consistency across the sales motion.

### Territory Account Executive - Residential Energy Solutions

*Sunrun | Austin, TX | Jul 2024 - Oct 2024*

- Generated approximately \$300K in revenue over three months through full-cycle solar and storage sales, consistently producing around \$100K per month.
- Increased storage add-on close rates by 18% through stronger consultative discovery, customer education, and value-driven presentations.
- Partnered with lead generation teams at Lowe's and Costco to manage retail-sourced opportunities, improve follow-up discipline, and expand market reach.
- Improved Salesforce pipeline tracking and CRM workflows to strengthen stage clarity, forecasting discipline, and client relationship management.
- Proactively generated leads through retail partnerships when appointment volume was low, demonstrating ownership, adaptability, and entrepreneurial pipeline management.

### Senior Account Executive - Full-Cycle Energy Sales

*SunPower | Austin, TX | Jun 2021 - Apr 2024*

- Generated \$12.36M in new revenue over tenure, including \$1.42M in 2021, \$6.22M in 2022, \$3.41M in 2023, and \$1.31M in early 2024.
- Earned President's Club 2022 and ranked top-7 nationally across consecutive quarters through disciplined pipeline management, proposal quality, and consultative execution.
- Maintained a 34% win rate through multi-threaded discovery, ROI-focused proposals, objection handling, and rigorous stage management.
- Achieved a 19% upsell rate by integrating storage add-ons and standardizing value frameworks across customer presentations and product demos.
- Built Salesforce automation and process improvements that reduced admin time by 40% and improved forecast accuracy to 95%+.
- Mentored new hires in consultative selling, CRM hygiene, discovery methodology, proposal framing, and closing execution.

### Field Marketing Team Lead / Account Executive Manager

*Amazing Exteriors | Austin, TX | Aug 2019 - Jan 2021*

- Led 20+ field marketing and sales development representatives, contributing to \$1.4M+ in team revenue and double-digit year-over-year growth through coaching, KPI rhythms, and execution standards.
- Reduced new-hire ramp time by 25% by standardizing talk tracks, ride-alongs, onboarding workflows, and daily performance expectations.
- Developed proximity-driven prospecting strategies across door-to-door outreach, events, referrals, and grassroots campaigns, increasing appointments by 30% and improving set-to-sit rates to 70%.

- Partnered with leadership on territory optimization, lead distribution, and top-of-funnel performance to improve coverage and pipeline volume.
- Used CRM tools and KPI analysis to identify process bottlenecks, improve team productivity, and strengthen lead generation consistency.

## **EDUCATION**

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### **Texas State University | San Marcos, TX**

Bachelor of Business Administration (BBA), Marketing with Professional Sales Concentration

Graduated: December 2018

## **TECHNICAL SKILLS & PROJECTS**

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- AI & Automation: Prompt Engineering, OpenAI API, Google Gemini API, Claude Code CLI, GitHub Copilot, sales workflow automation, CRM process improvement.
- Web & Product: JavaScript/TypeScript, Python, HTML5/CSS3, React, Next.js, Vite, Tailwind CSS, Node.js, Supabase, Vercel, Netlify, Git/GitHub, VS Code.
- Selected Projects: Built STR Command Center, a short-term rental operations dashboard; MetraNode, a Notion widget builder; JaZeR Website, an Astro personal brand platform; and an AI Models Master Reference Guide covering 66+ providers.