

# JAMIE BUEMAN

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## **STRATEGIC SALES LEADER AND BUSINESS DEVELOPMENT EXECUTIVE**

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A highly successful, strategic sales leader with proven sales, client relations, and management expertise across local, national, and global landscapes. Established track record delivering against sales goals and propelling growth in start-up organizations. Extensive experience in launching new markets. Exceptional ability to develop and implement strategic initiatives that drive business growth while achieving operational goals. Personable and effectively manage relationships with all stakeholders.

### **AREAS OF EXPERTISE**

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|------------------------------------|------------------------|--------------------------|
| ✓ Product Integrations             | ✓ Business Development | ✓ Channel Development    |
| ✓ Partner Management               | ✓ Launching Markets    | ✓ Go To Market Strategy  |
| ✓ Product Strategy                 | ✓ Project Management   | ✓ Strategic Partnerships |
| ✓ Deal Structuring and Negotiating | ✓ Marketing Strategy   |                          |

### **PROFESSIONAL EXPERIENCE**

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#### **SpotOn Transact (SpotOn), SAN FRANCISCO, CA SENIOR DIRECTOR SpotOn RESERVE & EXPERIENCES**

**JULY 2020 – PRESENT**

- Responsible for driving the sales of three of SpotOn's core products.
- Recognized as a considerable contributor in growing the organization from being a \$625M company to a \$4B company
- Exceeded revenue goal by 267% year over year
- Hire, Manage, and train a team of 5 Sales Managers and 64 Account Executives
- Attained an attachment rate of 68%, 46% above target, and overall company averages for other products.
- Work directly with Mid-Market team on all mid-market and enterprise deals
- Train, Educate, and support 680 Field Account Executives in product, best practices, and Challenger Sales Methodology to sell SpotOn's core product and add on software
- Executed on internal initiatives like quota changes from Units to MRR, monthly to quarterly quotas, changing commission structures, introducing new sales technology, and rolling out quarterly business decks with little friction
- Responsible for working and selling to 175 + third-party reseller partners, customers/ clients
- Routinely speak at industry events and dealer network events on thought leadership, product knowledge, and best practices
- Lead the RFP process for Enterprise level deals
- Personally sold and manage the eight largest enterprise accounts at SpotOn
- Drive and develop partnership opportunities that further enhance revenue and customer satisfaction, leading to a drop-off rate below 11%
- Actively analyze the industry for new product enhancement and innovation

#### **SEATNINJA, SAN FRANCISCO, CA (ACQUIRED BY SpotOn) HEAD OF SALES AND STRATEGIC PARTNERSHIPS**

**JANUARY 2019 – JULY 2020**

- Recognized as a considerable contributor in growing the organization that lead to the acquisition by SpotOn in July 2020
- Managing and scaling the sales function to drive sales
- Develop a sales pipeline forecasting and reporting framework
- Hire, Manage, and Train 5 Business Development Representatives
- Maintains effective communication and cross-collaboration throughout the company to make sure all stakeholders communicate a common goal
- Attend and represent the company at industry-related conferences and speaking opportunities
- Analyze the company's competition and formulate plans to develop and maintain product advantage
- Develop detailed proposal plans leading the RFP for Seatninja to submit to one of the largest Full-Service Restaurant Groups in North America. Selected in the final three out of ten other vendors.
- Track all opportunities, wins, losses, etc., and present to management
- Develop, re-evaluate, and re-define the winning bid strategy

**UPSERVE, SAN FRANCISCO, CA  
MANAGER, CORPORATE DEVELOPMENT  
STRATEGIC PARTNERSHIPS**

**JANUARY 2017- DECEMBER 2019**

- Launched Upserve Marketplace in March 2017
- Grew Marketplace through Strategic Partner recruitment from 7 partners to 68 in 18 months
- Expanded partner lead generation from zero to 100+ monthly
- Partner Marketplace and lead generation increased company revenue by 36%
- Successfully project manage and negotiated the first in the industry direct integration with the top player in the reservation space
- Responsible for negotiating and launching a reseller partnership with 4 marquee partners with top solutions, delivering \$6M + in revenue to Upserve in the next 12 months
- Key player negotiating large deals with the sales team, presenting a platform solution to high-value prospects.
- Managed a team of 4 Strategic Account Executives
- Consistently work cross-functionally across multiple teams: Product, Marketing, Channel, and Sales
- Routinely speak at industry events and dealer network events on thought leadership, product knowledge, and best practices

**RESERVE, SAN FRANCISCO, CA  
RESTAURANT PARTNERSHIP DIRECTOR - NORTHERN CALIFORNIA**

**JUNE 2016 - JANUARY 2017**

- Developed revised, focused Enterprise sales strategy, representing \$300K in new business ARR in 2021 from groups like J.Alexanders, Loews Hotels, STARR Restaurant Group, The One Group/STK, Noble House Hotels, up from \$80K the prior year
- Delivering 2.5X more strategic restaurant acquisition in Q4 2016 vs. Q2 2016
- Build both bottom-up and top-down strategies to win market-by-market
- Performed extensive research about potential clients' products marketing goals and needs
- Monitored market conditions, product innovations, and competitor activity and adjusted account sales approach to address the latest market developments.
- Hired and trained 3 remote Account Executives
- Determined cost and pricing of proposals and bids

**VENUEBOOK, SAN FRANCISCO, CA  
SENIOR ACCOUNT EXECUTIVE**

**JANUARY 2015 - MAY 2016**

- Plan and execute sales strategies that led to 36% increase in revenue
- Develop new business
- Consistently achieve or exceed quotas
- Create charts and presentations to illustrate how products are visibly superior to the competition
- Analyze client needs and articulate how company products can provide solutions to ongoing business problems
- Sell complex innovative business SaaS platforms to top hospitality/restaurant clients

**ZAPPER, SAN FRANCISCO, CA  
DIRECTOR OF SALES**

**SEPTEMBER 2015 - JANUARY 2016**

- Launched the San Francisco market, penetrating and breaking through unique sales channels
- Increased revenue by 64%
- Consistently at 160%+ quota month-over-month
- Sold and introduced technical hardware, software, and solution services to direct accounts
- Created marketing materials, charts, and graphs and presented them at client locations
- Planned and executed sales strategies that increased revenue, improved profitability, and reduced expenses
- Interviewed, Hired, and Trained 4 remote Account Executives

**GROUPON, SAN FRANCISCO, CA  
BUSINESS DEVELOPMENT MANAGER**

**OCTOBER 2014 - SEPTEMBER 2015**

- Promoted Groupon's marketing platform in order to close deals with high-quality merchants
- Secured new business by seeking out partnerships primarily in the hospitality vertical
- Negotiated complex deals, including deal structure, margin, caps, and other critical terms
- Developed new business opportunities
- Executed business-to-business outreach to target high-value accounts
- Secured merchant partnerships using consultative selling strategies to craft and negotiate offer details that align with financial and operational objectives

- Worked one-on-one with clients to develop customized solutions to meet their unique needs
- Collaborate cross-functionally to ensure a seamless transition of accounts and align on merchant strategy

**SOCIALFLOW, NEW YORK, NY**  
**BUSINESS DEVELOPMENT REPRESENTATIVE**

**NOVEMBER 2013 - OCTOBER 2014**

- Cold-called new and existing clients to determine needs and propose solutions
- Identified prospective customers by using business directories, following leads from existing clients, participating in organizations and clubs, and attending trade shows and conferences
- Initiated sales campaigns and followed marketing plan guidelines in order to meet sales and production expectations
- Prepared sales presentations or proposals to explain product specifications or applications

**OPENTABLE.COM, SAN FRANCISCO, CA**  
**SENIOR ACCOUNT EXECUTIVE (2000 - 2005)**

**APRIL 1999 - MARCH 2005**

- Identified prospective customers using lead-generating methods and performed an average of 60 cold calls daily
- Implemented all business-building and relationship-building expectations with uniquely assigned accounts and customers
- Launched several new markets in California, including Monterey, Wine Country, San Diego, and Los Angeles.
- Managed 7 Account Executives in newly launched markets
- Retained and ensured proper handling and care of 150 existing client accounts
- Monitored market conditions, product innovations, and competitor activity and adjusted account sales approach to address the latest market developments
- Determined the cost and pricing of proposals and bids
- Delivered exceptional account service to strengthen customer loyalty
- Coordinated bidding and contract approval

**DIRECTOR OF RECRUITING**

**APRIL 1999 - MARCH 2000**

- Managed all phases of recruitment, including defining hiring management needs
- Developed creative recruiting strategies that met anticipated staffing needs
- Hired 38 sales executives and four regional managers nationally in less than ten months

**EDUCATION**

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BA in Communications, Minor in Business, California State University-Sacramento, Sacramento, CA

