

CONTACT

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📍 Denver, CO

TECHNICAL SKILLS

Salesforce

Outreach

Gong

LinkedIn Sales Navigator

MEDDIC qualification

Discovery calls

Forecasting

Contract negotiation

SOFT SKILLS

Resilience

Active listening

Coachability

Brianna Kowalski

Account Executive, Mid-Market SaaS

ABOUT ME

Account executive with six years in B2B software sales, the last three closing mid-market deals with an average contract value of \$48K. Finished 2025 at 118% of a \$1.1M quota, second of 14 account executives.

WORK EXPERIENCE

Account Executive, Mid-Market February 2023 - present Fieldnote Software

- Closed \$1.3M in new annual recurring revenue in 2025, 118% of quota, ranking 2nd of 14 account executives.
- Run full-cycle deals of \$25K to \$120K with operations and finance buyers; average sales cycle of 64 days.
- Sourced 40% of pipeline through outbound sequences and partner referrals, against a team average of 25%.
- Won back 9 churned accounts worth \$310K in ARR with a migration offer built with customer success.

Account Executive, SMB (promoted from Sales Development Representative) June 2020 - January 2023 Brightwell Logistics Tech

- Booked 21 qualified meetings a month as an SDR against a target of 15; promoted within 14 months.
- Reached 111% of SMB quota in 2022, averaging 11 new logos a quarter.

EDUCATION

Colorado State University August 2016 - May 2020 Bachelor of Science in Marketing

CERTIFICATES & COURSES

Inbound Sales Certification

HubSpot Academy · March 2025