

HASSAN ELMASHAD

ACCOUNT EXECUTIVE

EDUCATION

Sales and Marketing, BA
Devry, University
2021 - Present

**Associate's degree
General Business**
Bergen Community College
2010 - 2016

CERTIFICATIONS

MSFT Global Challenger

SKILLS

- SaaS
- Cloud Solutions Sales
- Insurance
- Compliance
- B2B & Enterprise Sales
- Licensing
- Regulatory Solutions
- Product Demos
- Presentations
- CRM
- Lead Generation
- Cold Outreach
- Deal Negotiation
- Account Management
- Pipeline Development
- Forecasting
- Quota Attainment
- Revenue Growth

PROFESSIONAL OVERVIEW

Results-driven Software Sales Specialist and Account Executive with 9+ years of experience in B2B, SaaS, and cloud technology sales across highly regulated sectors including insurance, education, and healthcare. Proven record of success exceeding sales targets (120% as Business Sales Specialist, 90% as Account Technical Strategist) by leading strategic initiatives, executing impactful demos, and delivering full-cycle solution selling. Adept at driving revenue growth through licensing, compliance, and cloud transformation solutions.

WORK EXPERIENCE

PCXSync | Account Executive - Remote | Jun 2023 – Present

- Drove new client acquisition for cloud-based licensing/compliance SaaS targeting agencies, MGAs, and carriers
- Delivered tailored demos; secured deals averaging \$10K–\$25K.
- Prospected via cold calling, email sequences, and trade events.
- Supported onboarding and customer success post-sale
- Achieved 120%+ quota YOY, aligning solutions with evolving insurance compliance requirement

Microsoft – 2014 to 2023

Account Technical Strategist - Hybrid – FL | Sep 2022 – May 2023

- Acted as a virtual CIO, designing and leading technology transformation strategies with CIOs/CTOs in public sector and education.
- Drove adoption of Azure, Windows 10 devices, Intune, and Microsoft 365 via strategic technical enablement.
- Managed technical sales cycle from architecture to implementation and training.
- Delivered executive-level technical briefings and orchestrated cross-functional partner engagement.
- Achieved 90% of target quota, leading high-value digital transformation initiatives.

Business Sales Specialist - Hybrid – FL | Oct 2019 – Aug 2022

- Sold bundled solutions of cloud services and hardware (laptops, accessories) to mid-market and Fortune 500 clients.
- Developed and executed strategic account plans focused on Microsoft fraud detection, credit risk, and compliance tools.
- Conducted executive presentations, highlighting ROI of fraud monitoring and risk reduction platforms.
- Maintained a high volume of closed-won deals and delivered 120% of sales target.
- Incentivized through both RBI and CBI compensation plans.

Cloud Solution Specialist - CA & 5th Ave, NYC | Dec 2017 – Sep 2019

- Implemented cloud-based identity verification and fraud detection solutions, enabling financial institutions to prevent high-risk transactions.
- Developed risk mitigation strategies, ensuring regulatory compliance for clients in finance, retail, and insurance sectors.
- Executed high-value contract negotiations, increasing revenue from fraud prevention and AML risk intelligence solutions.
- Trained internal sales teams and partners, improving adoption rates for financial security and compliance-focused cloud solutions.

Business Expert - Retail - New Jersey, USA | Apr 2014 – Nov 2017

- Consulted with SMBs and mid-market businesses, implementing customer data management and security solutions to enhance fraud detection.
- Drove adoption of Microsoft's compliance technology, ensuring businesses adhered to financial regulations and risk management protocols.
- Provided consultative sales support, optimizing digital identity solutions, transaction monitoring, and risk assessment tools.
- Developed sales strategies for AML and fraud prevention technologies, increasing customer adoption by 30% YoY.

ADDITIONAL EXPERIENCE

- IPTV Sales Associate, Dish –Queens, NY (Apr 2012 – Mar 2014)
- Site Supervisor, Becton Dickenson, and Company –NJ (Nov 2008 – Feb 2011)

TECHNICAL EXPERTISE

- Risk assessment tools. Risk & Compliance Solutions – AML Fraud Detection, Identity Verification, Transaction Monitoring
- Sales & Account Management – C-Level Selling, Pipeline Development, New Business Acquisition
- Data & Security – Risk Intelligence, AI-Driven Fraud Prevention, Cybersecurity Compliance
- Business Strategy – Enterprise Risk Mitigation, Customer Data Analytics, Digital Transformation