

# CHRISTIAN FERNANDEZ

---

## SALES ACCOUNT EXECUTIVE

### PROFILE

- Dynamic and bilingual Sales Executive with 15+ years of experience, including 5+ years in the SaaS industry with a focus on cloud platforms, enterprise software, and B2B sales.
- Proven success in driving revenue through full-cycle sales execution, managing technical discovery calls, and closing complex deals across diverse sectors.
- Demonstrated ability to position SaaS and IaaS solutions at the C-suite level by uncovering business needs and aligning technology to operational goals.
- Experience includes working with platforms like Google Cloud, Salesforce, and custom CRM tools to manage accounts, forecast pipeline, and ensure post-sale adoption and satisfaction.
- Skilled in leveraging tools such as LinkedIn Sales Navigator, ZoomInfo, Chamber of Commerce, social media, local events and closedOne CRM to identify prospects, drive outreach, and execute consultative sales strategies.
- Bilingual in English and Spanish with strong communication and technical presentation skills.

### WORK EXPERIENCE

#### Bridge Capital Inc. | New York, NY

##### Senior Account Executive (March 2018 – January 2025)

- Exceeded annual sales targets by closing \$3.39M in new business across diverse sectors.
- Worked closely with SaaS providers to tailor financial solutions for startups and growth-stage tech firms.
- Partnered with internal tech teams to refine service offerings aligned with CRM, billing, and data integration systems.
- Supported sales motions through client education and integration support, acting as a liaison between sales and IT stakeholders.
- Managed high-impact accounts with a consultative approach, tailoring solutions to meet client goals and timelines.
- Regularly engaged senior leadership and decision-makers to drive alignment and long-term value.

#### Google Cloud | New York, NY

##### Key Account Executive (March 2016 – March 2018)

- Closed over \$10M in business, reaching 135% of quota through strategic account planning and execution.
- Sold Google Cloud's SaaS solutions, including G Suite and data analytics platforms, to enterprise clients.
- Collaborated cross-functionally to deliver integrated solutions for a broad mix of clients.

- Led technical discovery and collaborated with engineers to map client needs to scalable cloud-based architectures.
- Managed proof-of-concept cycles and post-sale onboarding to ensure platform adoption and long-term retention.
- Acted as a peer mentor and contributed to regional knowledge sharing and sales enablement.

## **Delta Air Lines | New York, NY**

### **Account Executive (May 2006 – March 2016)**

- Grew territory revenue by 155%, securing \$5.7M in new contracts through strong client engagement.
- Led client-focused initiatives that improved customer retention and expanded account value.
- Played a key role in streamlining sales operations and leading CRM adoption across departments.

## **EDUCATION**

SUNY Albany | Bachelor of Business Management (2001–2005)

## **CORE SKILLS**

Enterprise Sales & Strategic Growth | SaaS & Cloud Solutions | CRM (Salesforce, closedOne) & Forecasting  
| Full-Cycle Sales Execution | Executive Relationship Building | Customer-Centric Solutions Selling |  
Presentation & Communication Skills | Team Leadership & Mentorship

## **LANGUAGES**

English (Fluent), Spanish (Fluent)

## **COMMUNITY ENGAGEMENT**

Hispanic Leadership Award – Honored for youth mentorship and cultural contributions  
CIANA Volunteer – Developed ESL curriculum for new immigrants  
Manhattan Outreach Volunteer – Supported funding for underserved communities