

Leonid Rudnitsky, MA

Enterprise SaaS Sales Executive | B2B Growth | Multilingual Communicator

Palm Coast, FL | +1 386 225 5614 | leorud@gmail.com

[linkedin.com/in/leonid-rudnitsky](https://www.linkedin.com/in/leonid-rudnitsky)

Professional Summary

Seasoned Enterprise SaaS Sales Executive with over 7 years in B2B tech and 5+ years at Walls.io, delivering event engagement solutions to Fortune 500 clients like Citadel, Daimler, Porsche, and Johnson & Johnson. Proven track record of exceeding quota, building stakeholder trust, and managing long, complex sales cycles. Expert in live demos, corporate outreach, and high-impact product storytelling across global markets.

Core Competencies

- Enterprise Sales Strategy
- Product Demos & Stakeholder Alignment
- B2B Negotiation & Deal Closure
- CRM Management (HubSpot)
- MarTech & Event Tech Sales
- Multilingual Sales Communication (EN, DE, RU)
- Pipeline Ownership & Forecasting
- Cross-functional Collaboration (Marketing/Product)
- AI Tools: ChatGPT, Notion AI, Grok, Operator.Chatgpt.com, Gemini, Claude

Professional Experience

Walls.io GmbH — Vienna, Austria / Remote

Enterprise SaaS Sales Executive (Feb 2020 – Present)

- Drove global sales for a leading event engagement platform across tech, pharma, aerospace, and higher ed sectors.
- Delivered high-converting live demos to Fortune 500 decision-makers; regularly exceeded sales targets.
- Managed complex multi-stakeholder deals, aligning buyer goals with product capabilities.

- Represented Walls.io at international conferences, pitching on-stage to audiences of 100+.
- Played a key role in refining demo strategy, outbound playbooks, and onboarding processes.
- Fluent in English, German, and Russian in client conversations; deep experience with long-cycle sales.

WeAreDevelopers GmbH — Vienna, Austria

Global Partnerships Manager (Aug 2019 – Jan 2020)

- Built strategic partnerships with tech startups and SMEs for recruitment, branding, and developer marketing.
- Led outreach efforts to C-level stakeholders across Europe and North America.

Freelance (rudnitsky.at)

Digital Marketing | Voiceover | Content (Apr 2011 – Aug 2019)

- Delivered digital strategy and media support for international clients.
- Featured on HGTV's House Hunters International (Seasons 142 & 144).

Education

- Lauder Business School, Vienna – M.A. Intercultural Management & Leadership (2015)
- Lauder Business School, Vienna – B.A. Intercultural Business Administration – Marketing (2012), Class President
- Le Cordon Bleu, CA – AOS in Culinary Arts
- SFSU – Dietetics (1 year completed)
- Diablo Valley College – General Education
- Software QA Engineering – SATI, CA

Languages

- English – Native
- Russian – Native
- German – Full Professional
- Spanish – Limited
- Hebrew, Ukrainian, Korean – Basic–Elementary

Technical Tools

- HubSpot, Sales Navigator, Intercom, Lusha, MeetAlfred, Zoom
- SPSS, SAP, MAXQDA, GA, WordPress, Swift, Xcode
- Coda, Prospect.io, CRM Tools
- AI Tools: ChatGPT, Notion AI, Copy.ai, Surfer SEO