

AARON CANNATA

San Diego, CA | [linkedin.com/in/acannata](https://www.linkedin.com/in/acannata) | (949) 422-7146 | aaroncannata@gmail.com

SUMMARY

Full-cycle enterprise SaaS Account Executive who drives net-new acquisition and land-and-expand growth. Has carried a \$1M+ annual quota, owning complex deals end to end: proactive outbound prospecting, multi-stakeholder consensus-building, ROI-led presentations, and RFI/RFP management, then expanding landed accounts through upsell, cross-sell, and adoption across business units. Closed enterprise logos including TSMC and Anduril Industries through long, consensus-driven cycles. A San Diego-based, AI-native seller who not only uses AI daily but builds with it, including shipping my own software using agentic coding.

CORE STRENGTHS

Full-Cycle Enterprise SaaS Sales • \$1M+ Annual Quota Carried • Net-New Acquisition & Outbound • Land-and-Expand: Upsell, Cross-Sell, Adoption • Multi-Stakeholder Consensus Building • ROI-Led Demos & Presentations • RFI / RFP Management • AI-Native: Builds and Sells with AI

PROFESSIONAL EXPERIENCE

Senior Account Executive, Enterprise | TOOTRiS

Feb 2024 - Present

B2B SaaS workforce platform sold to Marketing-adjacent, HR, Total Rewards, Finance, and C-suite buyers at enterprise and mid-market organizations; \$50K to \$150K ACV.

- Built and worked a greenfield territory with no inbound support, landing TSMC after an 18-month enterprise cycle across six stakeholders spanning multiple functions and Legal, one of the largest deals in company history.
- Won Anduril Industries through a competitive RFP, going high and wide from self-sourced cold outreach to selection from a four-vendor shortlist.
- Carried a \$1M+ annual quota as a perennial top performer, with 27+ months of tenure on a team averaging 6 months, consistently exceeding target through self-sourced pipeline.
- Articulated ROI across multiple decision-makers using a two-input financial model built on Bureau of Labor Statistics data, translating business impact into a C-suite-ready case that cleared Finance and Procurement.
- Drove land-and-expand growth post-close, uncovering additional use cases and expanding adoption across business units to upsell and cross-sell within landed accounts.

Senior Sales Director | S2W Media

Oct 2022 - Apr 2023

- Recruited to lead a net-new growth initiative in B2B media and demand generation; role eliminated in a company-wide reduction in force, followed by a planned family sabbatical abroad.

Growth Account Director | Spiceworks Ziff Davis

Apr 2021 - Oct 2022

Martech / ABM platform combining first-party intent data (Spiceworks, PCMag) with third-party intent and technology install data, sold to enterprise B2B marketing leaders.

- Sold a multi-year SaaS subscription to enterprise accounts, owning the full cycle from prospecting through close and post-sale expansion.
- Exceeded quota as a consistent top performer, multi-threading across Marketing, Finance, and Procurement to build consensus among multiple decision-makers.

Sales Director | Slashdot Media

May 2019 - Apr 2021

SourceForge demand-generation programs and B2B software listings with enterprise Bombora intent-data access.

- Sold demand-generation and lead programs to B2B technology marketers; top performer on a 10-person team that grew the customer base from under 20 to over 500 accounts.
- Authored the highest-converting outbound prospecting sequence on the team, adopted as the standard greenfield playbook across the BDR and AE organizations.

Co-Founder & President | BISSource Consulting Group

Oct 2016 - May 2019

- Co-founded a financial advisory practice and scaled it from \$0 to \$1.5M ARR with a five-person team; exited via a seven-figure sale in 2019.

Financial Planner | Scottrade / MetLife / LPL Financial

Dec 2008 - Oct 2016

- Served as personal CFO to entrepreneurs, business owners, and high-net-worth families, building the consultative, technically fluent selling style that anchors executive conversations today.

AI-FORWARD OPERATOR

- Architected and shipped Renewd.io, a customer success platform built from scratch using agentic coding with Claude Code; strong technical aptitude and fluency in communicating software value to technical and non-technical buyers alike.
- Daily user of AI tools across account research, discovery prep, executive brief drafting, and pipeline workflow.

EDUCATION & RECOGNITION

Education: University of California, Santa Cruz - B.A., Economics (Concentration: Behavioral Economics & Game Theory)

Media: Executive Producer & Co-Host, BISTalk Radio, ESPN San Diego 1700 AM; 500+ executive interviews

Personal: Marathoner