

Robert McCarthy

Business Development & Account Management

Adept salesperson, consistent record of hitting and over achieving on targets. Achieved \$1.2m+ annual re-occurring revenue in a MarTech SAAS business. Managed and grew a \$20m book of advertising business within the United Kingdom and New Zealand market. Awarded numerous UK and EMEA sales accolades, along with being a key supporter for Sales Enablement team through sales coaching and onboarding.

WORK EXPERIENCE

Career Break, Global

Travel 03/2022 – 02/2023

- Backpacked around 16 different countries; cycled 1640km for charity from Ireland to Monaco, became a certified barista along with completing my 50th scuba dive to become PADI advanced open water. Completed a diploma in Management and Leadership in Univeristy College Dublin.

Salesforce, New Zealand

Enterprise Corporate Sales 11/2020 – 02/2022

- Prospected additional and fostered existing executive relationships with NZ's Largest Enterprises to sell the value of incorporating salesforce Martech solution into their wider tech infrastructure.
- Over-achieved on annual target \$1.33m revenue attainment.
- Sold 5 whole Salesfore Marketing Cloud licenses.
- Upsold 15+ clients on additional Marketing Cloud products.

Google, New Zealand

Large Customer Sales AE 11/2019 – 11/2020

- Managed C-Level relationships of Google's most prominent traditional agency partners and direct clients, achieved and exceeded target \$15.5m in 3 quarters on target attained
- Delivered Google NZ's biggest ever in quarter investment of 3.3\$ from the countries biggest client.
- Spearheaded quarterly strategy, aligned client ROI with Google's priority growth areas; created multi-quarter sales pipeline and joint business plans.Locked in a joint business plan with 4 clients with investment in principal of \$20m+.

Google, Dublin, Ireland

Agency Account Strategist 04/2016 – 11/2019

- Growing a \$24 Million book of business across verticals such as education, automotive, retail and more. Built strong growth KPI's and yearly pipeline objectives with agency and client C-Level's. Won three EMEA Sales awards for adoption of Googles newest Ads products.
- Piloted a new Google Role managing a \$20 million annual book of business. Working closely with a central strategy team. Providing feedback at Director and VP level to ensure a smooth program rollout. Rolling out from 6 at the beginning to now > 70 reps.

CONTACT

- Limerick Ireland (London based from May 2023)
- +353 85 128 1151
- info@robjmccarthy.com
- <https://www.linkedin.com/in/robertmccarthy/>
- <https://www.robjmccarthy.com/>

SKILLS

General:

Presentation and Message Delivery
Sales trainer/coach
Listening Skills and Empathy
Process & Strategic planning

Techniques:

Expansion Strategy
Cross-team Collaboration
Pipeline Development
Training and development
External product training/selling

Tools / CRM Systems:

Google Drive
Salesforce
Google Ads/GMP
Loom
Microsoft Office
Salesforce Marketing Cloud
Kahoot
Pitch.com
Slack

EDUCATION

UCD Professional Academy
Management & Leadership
Diploma 2022

University of Limerick

Bachelor of Business Studies
09/2012 - 05/2016
Major in Accounting & Finance,
Minor in Entrepreneurship.
Completed an international
exchange in The University of
Texas Austin. Also Interned in
KPMG Luxembourg for 6 months.

OTHER/

- Charity fundraising enthusiast,
raised €14k off the back of creating
5 different fundraising initiatives