

Loren Ray, MBA

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Director of Revenue | GTM Strategy | Revenue Architect | NRR + Expansion

EXECUTIVE SUMMARY

Revenue leader who builds repeatable GTM engines and coaches teams to predictable outcomes across new business, expansion, and retention. Proven operator in MarTech and B2B SaaS, leading cross-functional revenue orgs (Sales, AM/CS, Marketing, Enablement) through pricing and packaging redesign, pipeline discipline, and forecasting rigor. At ApexDrop, owned P&L and rebuilt the revenue motion to move upmarket, increasing average deal size from \$8K to \$50K, landing the first \$250K annual contract, improving forecast accuracy from 61% to 94%, and increasing profitability 15%. Known for installing operating cadence, modernizing CRM processes, and creating enablement systems that scale performance beyond the leader.

PROFESSIONAL EXPERIENCE

ApexDrop (Remote)

January 2025- Present

Director of Sales and Marketing

ApexDrop is an influencer marketing agency that helps brands grow through product sampling, creator partnerships, and community engagement.

- Owned P&L and the full revenue motion across BDRs, AEs, AMs, Marketing, and Content (22-person org); aligned 3 functional leaders to one operating plan and weekly execution cadence.
- Rebuilt GTM from SMB micro-campaigns to outcome-based mid-market programs, increasing average deal size from \$8K to \$50K and landing the company's first \$250K annual contract.
- Reworked packaging and pricing (tiered offers + paid pilot replacing the 90-day guarantee), increasing profitability by 15% and reducing friction on \$36K+ programs.
- Implemented SPIN-based discovery plus mutual close plans with weekly coaching, shortening time-to-close by 10 days and improving forecast accuracy from 61% to 94%.
- Built retention and expansion motion (QBR cadence, health scoring, renewal triggers), improving retention by 10 points to 92% in 2025 and sustaining 112% NDR.
- Modernized the revenue stack (HubSpot, Apollo, Adstra) with automated scoring and routing, doubling SQL-to-close conversion and freeing ~15% additional selling capacity.
- Built revenue infrastructure from scratch: EOS-style Revenue L10, HubSpot forecasting tracker, lead attribution, and renewal pipeline, creating a reliable 4-week outlook and driving \$272K+ quarterly bookings (\$455K high-end).
- Scaled and enabled the team: grew the revenue org to 7+ contributors supporting 90+ active accounts; authored a BDR meeting-booking system and opened a new vertical via an \$18K hospitality pilot that expanded into Compass luxury real estate.

Visiting Media (Remote)

July 2023 -Dec 2024

Sales Manager- Account Executives

Sales enablement SaaS company creating virtual-tour experiences for the hospitality industry.

- Delivered **\$6.06M** against a **\$6.5M** annual target (**93% attainment**), owning pipeline creation through close and forecasting across strategic accounts.
- Operated a disciplined full-funnel cadence (pipeline inspection, deal reviews, next-step control) to improve forecast clarity and tighten stage progression.
- Sold SaaS ACVs averaging **\$20K** across a **\$4.2K to \$55K** deal range, adapting packaging and ROI narratives for mid-market through enterprise buyers.
- Drove multi-threaded deals with economic buyers and cross-functional stakeholders, strengthening qualification and mutual action plans to reduce stalls.

- Increased late-stage conversion by tightening discovery and decision mapping (MEDDPICC-style rigor), reducing “hope” deals and improving close reliability.

Mogul.AI (Remote)

April 2021 - June 2023

Director of Global Sales

HR technology and managed-services company specializing in DEI recruitment initiatives.

- Scaled GTM from transactional demos to consultative DEI platform sales using SPIN, and Challenger with mutual close plans; expanded pipeline from \$5M to \$18.8M in 12 months and reduced cycle time from 120 to 48 days.
- Built ABM with SDR/Marketing (Salesforce, Outreach, Sales Navigator, ZoomInfo/6sense audiences); increased meetings and delivered \$15K–\$120K ACVs across mid-market and enterprise.
- Implemented stage-gated forecasting and weekly deal reviews in Salesforce (exec summaries, risk calls, next-step plans); maintained 95–97% team attainment with stronger commit discipline.
- Negotiated pricing and packaging (multi-year terms, usage tiers, services bundles) to lift win rate and expansion potential across priority accounts.
- US Olympic partnership deal with CEO, including a \$1.25M U.S. Department of Labor contract; led legal/security reviews, executive workshops, and value proof through close.
- Created enablement playbooks (onboarding, discovery scorecards, call coaching) that cut ramp time and standardized enterprise sales hygiene for a team of 4 ICs.

Jobvite by Employ, Indianapolis, IN

Jan 2020 - Apr 2021

Sr. Manager, Global Account Management

Leading ATS and recruitment platform.

- Managed a \$10M ARR portfolio across 35 strategic enterprise accounts (average ACV \$285K).
- Built a COVID-19 retention strategy that prevented \$3.5M in churn and reduced risk by 27% within 90 days.
- Led a “white-space” expansion campaign, uncovering \$6.4M in new pipeline and increasing expansion revenue by 20%.
- Designed a predictive risk framework that improved forecast accuracy and reduced churn risk by 20%.
- Launched a contract-renewal strategy that increased ACVs by 15% across enterprise clients.
- Led a team of six Global Account Managers, achieving 85% team quota attainment and improving forecast accuracy by 25%.

Printing For Less (PFL) Inc., Indianapolis, IN.

Sept 2018 - Dec 2019

Manager, Customer Success and Retention

SaaS + services company delivering direct-mail automation and ABM software.

- Generated \$4M expansion revenue and built \$150M+ qualified pipeline by running ABM programs (Salesforce + Marketo/Eloqua) and pairing targeted email with direct mail; achieved 3x higher response rates.
- Developed a Customer Health Score and ROI tracking system; reduced churn 30% and enabled proactive renewal/expansion plays.
- Launched adoption & engagement playbooks (onboarding- QBRs - usage reviews) that accelerated upsell velocity and lifted team attainment to 110%+.
- Led a 7-person CSM team; redesigned onboarding to cut ramp time 50% and standardized mutual close plans and stage-exit criteria.
- Exceeded quota in 5 of 6 quarters; recognized as Top Regional Performer (2019).

Monster Worldwide (Monster.com), Indianapolis, IN

April 2012 - September 2018

Regional Sales Manager- Inside Sales

Recruitment platform and early ATS provider.

- Delivered \$55M+ in total revenue across 6 years; 5x President's Club winner.
- Built and managed territory of 200+ enterprise and mid-market clients
- Drove 98% retention through consultative selling and strategic renewals
- Spearheaded vertical-focused outbound campaigns into healthcare and education, capturing \$4M+ in net new revenue

- Regularly exceeded 120% of quota through high activity volume and a consultative sales approach tailored to each buyer persona
- Promoted multiple times from BDR to a people leader due to consistent overachievement.

EDUCATION

Master of Business Administration, Business Management & Data Analytics DeVoe School of Business, Indiana Wesleyan University, Marion, IN	2018
Master of Science In Medical Science (MSMS) Indiana University School of Medicine- Indiana University, Indianapolis, IN	2012
Bachelor of Science, Psychology and Business Administration Ball State University, Muncie, IN	2010

Core Competencies

Revenue Leadership: Full-funnel ownership (BDR through retention), forecasting architecture, team scaling, EOS/L10 execution

Sales Methodology: SPIN Selling, CHAMP discovery, challenger framing, consultative selling, cold call framework design

Sales Training: Curriculum development, role-play coaching, call review, onboarding frameworks, BDR bootcamp design

CRM & RevOps: HubSpot (pipeline design, reporting, automation), lead attribution, forecasting accuracy, data hygiene

Vertical Expertise: MarTech/AdTech + B2B SaaS, HRTech

AI-Augmented Operations: Claude, call analysis tools, AI-assisted call scoring, automated 1:1 prep and deal reviews