

## Sean Wilson

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### EDUCATION

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**The University of Texas at Austin** - Bachelor of Science, Sport Management – Minor in Business Administration  
Member of the University of Texas' Men's Soccer Team (2013 – 2015)

### EXPERIENCE

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#### **Vertical** – Founder (September 2024- Present)

- Left ColdIQ to start my own lead generation agency
- Currently servicing 2 clients
- Working on clientele and building a team around me

#### **ColdIQ** – Director of GTM (May 2024 – October 2024)

- Hired, trained and developed young GTM talent
- Ran full blown GTM strategies from newly founded start-ups, to SMB and Enterprises
- Consistently ranked as the best GTME – 3.5X'ing all other engineers results both quarters
- Helped generate my clients over \$2,000,000 in pipeline

#### **Butler AI** – Sales Lead – Remote ( February 2023 – Present)

- Developed and executed highly effective outbound sales strategies, resulting in a 450% increase in lead gen
- Built and optimized sales sequences and cadences to improve prospect engagement and conversion rates
- Utilized CRM systems to track and manage leads, opportunities, and pipeline
- Stayed up to date with industry trends, emerging technologies, and competitive landscape
- Currently building out a team

#### **Sendoso** – Sr. Sales Development Representative - Remote (January 2022 – December 2022)

- Team Leader
- 140% average quota attainment, reached 200% (team average 55%)
- First rep in company history to reach Senior level by exceeding quota in first 6 months consecutively
- Top sales representative every month since joining the company
- 50+ cold calls, 35+ personalized emails daily

#### **Spacer, Inc** – Business Development Manager - Remote (June 2021 – December 2021)

- In charge of prospecting, sourcing, negotiation and closing of deals
- Manager to a team of 3 SDRs
- Led team with 70 new deals and locations added in my time with company
- 100+ daily outbound calls, 300+ daily outbound emails

#### **U.S. Navy, Lieutenant** – Naval Aviator, Squadron Operations Officer (May 2016 – June 2020)

- Military professional skilled at leading a team to achieve its mission
- Experience operating military aircraft with over 100 flight hours
- Handled squadron administrative tasks and prepared and delivered investigative reports and briefings
- Maintained records and submitted reports to ensure training pipeline was operating smoothly and effectively
- Completed all paperwork, recognizing discrepancies and addressing them in a timely fashion
- In charge of VT-28 operations, ensuring aircraft are safe to operate and flow of training goes uninterrupted
- In charge of 2021's "U.S. Navy Sailor of the Year" – Cedric Foster
- Top Secret Security Clearance

**ADDITIONAL INFORMATION**

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**Proficiencies:** Clay, Instantly, Leadmagic, Apollo, Hubspot, Salesforce, Outreach, LeadIQ, ZoomInfo, Sales Navigator, Lusha, Seamless AI, Cogsnism.

**Language:** Bilingual (English/Spanish)

**Certifications:** CompTIA ITF+ and Network+, CPR, PPL

**Work Eligibility:** Eligible to work in the U.S. and E.U with no restrictions

**Security Clearance:** Top Secret

**Interests:** Sports, Real Estate, Sales, Fitness, Investing, Snowboarding