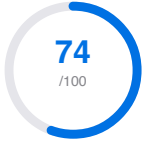


Candidate Profile

Position: (Senior) Account Executive · Procyra

Candidate: Candidate A



Strong Match

Candidate A is a commercially strong, full-cycle B2B SaaS sales professional with an excellent track record in enterprise new business across the DACH region. Methodologically mature (MEDDPICC, Challenger Sale), immediately available, and Munich-based. Strong AI affinity demonstrated through hands-on tooling work. Primary development area is procurement domain knowledge.

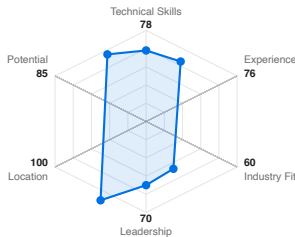
K.O. Criteria

 B2B SaaS Closing Experience (1+ year)

 German — Native Fluency

 Location: Munich / On-site

Competency Profile



Location: Munich, Germany

Experience: ~13 years B2B sales

Closing exp.: ~4 years SaaS/cloud (enterprise)

Industries: Cybersecurity SaaS, Cloud, IT services

Methodology: MEDDPICC, Challenger Sale

CRM: Salesforce, Pipedrive + others

Languages: German (native), English (fluent)

Available: Immediately

Overall Impression

Candidate A is a commercially mature, full-cycle enterprise sales professional with a strong and well-documented track record in B2B SaaS new business across the DACH region. Previous roles demonstrate exceptional closing performance — including an international award for highest new business revenue and demo volume — as well as consultative enterprise selling at C-level with major German and international corporations. Methodologically grounded in MEDDPICC and Challenger Sale, the candidate is accustomed to complex, multi-stakeholder deal environments. Recent investment in AI and automation tools further strengthens alignment with Procyra's AI-native culture. The candidate is Munich-based and immediately available.

Strengths

Exceptional Closing Performance — Documented Results

Achieved 300% of annual quota in a competitive cybersecurity SaaS environment, winning 200+ new customers and receiving international recognition as top sales rep for both highest revenue and demo volume. This is a rare level of documented performance that directly validates closing capability at scale.

Structured Sales Methodology — MEDDPICC & Challenger Sale

Combines rigorous deal qualification via MEDDPICC with a Challenger Sale approach to discovery and positioning. This methodological maturity enables the candidate to structure complex enterprise evaluations, build compelling business cases, and maintain deal control — exactly what Procyra needs when engaging Heads of Procurement and C-level buyers.

Deep DACH Enterprise New Business Expertise

Consistent full-cycle new business focus across Germany and Austria, including sales to major German financial institutions, global logistics groups, and large enterprise cloud buyers. Extensive experience navigating DACH-specific buying dynamics and decision-making structures.

Hands-On AI Competence — Directly Aligned with Procyra Culture

Proactively invested in AI and automation skills — building agent workflows, LLM-based tooling, and automation systems independently. This practical AI competence is a direct match for Procyra's "Become AI Native" requirement and signals a high-velocity, self-directed learning mindset.

Trusted Advisor Positioning with Senior Stakeholders

Demonstrated ability to act as a strategic advisor rather than a transactional seller — developing cost models, guiding enterprise evaluation processes, and building long-term partner relationships with hyperscaler alliances and C-level buyers. Bilingual (German / English) with strong public presentation experience.

Development Areas

Procurement & Supply Chain Domain Familiarisation

The candidate's background is in cybersecurity and cloud — not procurement intelligence. Building familiarity with procurement terminology, savings analysis, supplier management and industrial buying dynamics will be an initial focus area. Given demonstrated learning agility, this is an expected onboarding investment rather than a fundamental barrier.

Manufacturing & Industrial Vertical Knowledge

Previous sales experience is in the technology sector (security software, cloud infrastructure). Growing familiarity with manufacturing verticals — their budget cycles, operational language, and decision-making dynamics — will enrich the candidate's ability to build rapid credibility with industrial procurement leaders.

Enterprise-Scale Quota Documentation

The CV provides strong documentation for SMB performance but does not include explicit ARR figures for enterprise roles. Providing concrete deal-size and quota data for the enterprise phase of the career would further strengthen the overall commercial picture at the upper end of the market.