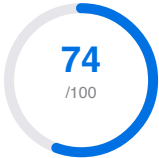


# CV-Match Report

**Position:** (Senior) Account Executive · Procyra

**Candidate:** John Doe

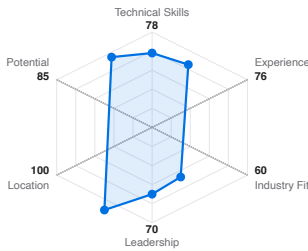
## Strong Match



John Doe brings solid B2B SaaS sales experience across the DACH region, proven closing and new business skills, strong sales methodology (MEDDPICC, Challenger), and genuine AI affinity. His background in enterprise software is directly transferable. The primary gap is limited direct procurement/supply chain exposure — however, his consultative approach and technical curiosity make this bridgeable.

K.O. Check:    — all 3 criteria met

## Competency Profile



**Name:** John Doe

**Location:** Munich, Germany

**Experience:** ~13 years B2B sales

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

**Industries:** Cybersecurity SaaS, Cloud, IT services

**Methodology:** MEDDPICC, Challenger Sale

**CRM:** Salesforce, Pipedrive + others

**Languages:** German (native), English (fluent)

**Available:** Immediately (sabbatical since 2024)

## Overall Impression

John Doe is a commercially mature, full-cycle B2B SaaS salesperson with a strong track record in enterprise new business across the DACH region. His experience at SecureWave — where he delivered 300% of quota and won over 200 new customers — demonstrates elite closing performance in a complex, consultative selling environment. His methodological grounding in MEDDPICC and Challenger Sale aligns well with Procyra's need for structured, value-driven enterprise sales. The subsequent role at CloudNova extended his enterprise credentials into cloud infrastructure and hyperscaler partnerships, further evidencing his ability to navigate multi-stakeholder C-level conversations. The current sabbatical, rather than a red flag, signals deliberate self-investment: his hands-on exploration of AI agent workflows and LLM tooling directly responds to Procyra's "Become AI Native" requirement. The main gap is the absence of procurement or supply chain domain experience — John has sold cybersecurity and cloud, not procurement intelligence. This is manageable given his pattern of fast ramp-up and consultative advisory strength, but should be assessed in interview.

## K.O. Criteria Check

- ✓ MET At least 1 year of closing experience in B2B Software Sales  
*CV shows ~4 years of closing in B2B SaaS/cloud (SecureWave 2020–2023 + CloudNova 2023–2024). Full sales cycle ownership documented.*
  - ✓ MET Excellent written and verbal communication skills in German  
*German native speaker (stated explicitly). Career entirely in DACH-based roles. CV written in professional English as well — bilingual fluency confirmed.*
  - ✓ MET Location: Munich / on-site (>4 days/week)  
*Registered address is Munich (80331). No relocation or remote preference expressed.*
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## Strengths

### Elite Closing Track Record in B2B SaaS

At SecureWave, John achieved 300% of yearly quota, won 200+ new customers, and was named Best Sales Rep internationally (SMB) in 2021 — both for highest revenue and highest demo volume outside the US. This is exceptional performance in a competitive cybersecurity SaaS environment and directly validates his ability to close volume at Procyra.

### Advanced Sales Methodology — MEDDPIC + Challenger Sale

John explicitly anchors his process in MEDDPIC for deal qualification and Challenger Sale for discovery and positioning. These are the frameworks Procyra needs for complex enterprise deals with Heads of Procurement and C-Level buyers. His ability to build business cases and act as an advisor in the customer evaluation process is a direct skills match.

### DACH Enterprise New Business Expertise

Full career focus on DACH new business generation — Germany and Austria at CloudNova, full DACH at SecureWave. He is experienced with major German financial institutions, enterprise logistics groups and large-scale cloud buyers. Procyra's 15,000+ potential DACH customers map directly onto this experience base.

### Genuine AI Affinity — Hands-On, Not Buzzword

The 2024/2025 sabbatical was used to build AI agent workflows, n8n automations, MCP integrations and LLM-based tooling from scratch. This is concrete, technical upskilling — not a LinkedIn talking point. In a company like Procyra that explicitly requires AI-native behaviour, this candidate walks the talk.

### C-Level Stakeholder Navigation and Advisory Posture

At CloudNova, John was the main contact and ambassador to hyperscaler partners (AWS, Microsoft, Google) and worked with major enterprise buyers. He developed standardised cost models to enable faster, more credible pitches — exactly the value-demonstration approach Procyra needs when selling to Heads of Procurement managing millions in spend.

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## Gaps & Risks

### No Direct Procurement / Supply Chain Domain Experience

John has sold cybersecurity and cloud infrastructure — not procurement intelligence. Procyra buyers are Heads of Procurement and CPOs with deep domain knowledge. He will need to rapidly build credibility in procurement terminology, savings calculations, supplier management and materials cost benchmarking.

*Assessment: Manageable given consultative track record. Risk: Slower initial ramp vs. candidate with procurement background.*

*Recommendation: Test domain learning speed in interview; consider structured onboarding with procurement knowledge transfer.*

### Employment Gap — 11+ Month Sabbatical (May 2024 – present)

The CV reflects a sabbatical from May 2024 onwards — approximately 11 months as of this report date. While the sabbatical was clearly productive (AI upskilling, macro research), a gap of this duration requires explicit address: pipeline hygiene, deal momentum, and the psychological reactivation of a closing mindset in a demanding, high-velocity environment.

*Assessment: Low-to-moderate risk. Sabbaticals are increasingly normalised. The documented output is substantive.*

*Recommendation: Explore re-entry motivation and early pipeline plan in interview.*

### Industrial / Manufacturing Vertical Unfamiliarity

Procyra's customers are manufacturing companies — a vertical with specific buying dynamics, budget cycles, and language. John's background is in tech-to-tech sales (IT security, cloud). Selling to factory operations leaders and plant managers is a different motion than selling to IT security teams or cloud architects.

*Assessment: Moderate risk. Procurement buyers in manufacturing are not pure tech buyers. Recommendation: Assess curiosity and adaptability to industrial context in interview.*


### No Mention of Specific Quota Numbers in Enterprise Roles

While SecureWave SMB performance is excellently documented (300% quota, awards), the enterprise roles at SecureWave and CloudNova lack explicit quota figures or ARR ranges. This makes it harder to assess deal size mastery and enterprise-scale closing experience directly.

*Assessment: Low risk — likely documentation style rather than absence of results. Recommendation: Request specific ARR numbers and average deal sizes for enterprise roles.*

## Scoring Dimensions

Dimension	Score	Weight	CV Reference
Technical Skills	78	30%	MEDDPICC, Challenger, Salesforce, product demo tailoring, AI/automation tools; no procurement-specific tools
Experience Level	76	25%	~4 years closing in SaaS/cloud enterprise; SecureWave 2.8y + CloudNova 1.3y; strong SMB track record; no enterprise quota data
Industry Fit	60	15%	Cybersecurity + cloud IT — adjacent but not procurement/manufacturing; no supply chain or industrial vertical experience
Leadership & Soft Skills	70	15%	Advisory posture, public presenter, webinar host, trusted advisor positioning; no explicit team management mentioned
Location & Availability	100	10%	Munich registered address; available immediately; no remote preference stated
Development Potential	85	5%	AI sabbatical, international exposure, bilingual, founder experience, clear growth trajectory; high learning agility signals

Score methodology: Weighted composite across 6 dimensions. Thresholds: 85–100  Excellent · 70–84  Strong Match · 55–69  Conditional Match · 40–54  Weak Match · 0–39  No Match

## Interview Guide

### 1. "Walk me through your most complex enterprise deal at SecureWave or CloudNova — from first meeting to signature. What was the deal size, how many stakeholders were involved, and what almost killed it?"

Context: Enterprise quota data is missing from CV. This question validates the depth of his enterprise closing experience and reveals deal complexity, stakeholder management, and resilience.

Watch for: Specificity (ARR, timeline, stakeholder map), self-awareness in what went wrong, structured narrative matching MEDDPIC logic.

### 2. "Procyra sells to Heads of Procurement at manufacturing companies. You've sold to IT security and cloud buyers. How would you approach building credibility in a domain you haven't sold in before — and what would your first 90 days look like?"

Context: Direct probe on the primary gap — procurement/industrial domain unfamiliarity. Tests self-awareness, learning agility, and strategic onboarding thinking.

Watch for: Specific plan (not generic), domain curiosity, realistic timeline, reference to analogous ramp-up moments in his career.

### 3. "Tell me about a deal you lost that you should have won. What broke down in your qualification or process?"

Context: With a 300% quota achievement, John has likely had limited exposure to consistent loss. Tests self-reflection, intellectual honesty, and ability to learn from failure.

Watch for: Genuine introspection vs. blame-shifting, MEDDPIC gap identification, what he changed afterwards.

### 4. "You've been in a sabbatical since May 2024. What specifically did you build with AI and automation — can you show or describe something concrete? And what does re-entering a high-intensity, KPI-driven environment mean for you right now?"

Context: Validates the AI upskilling claim and assesses mental readiness to return to a demanding, results-driven role after 11+ months out.

Watch for: Concrete artefacts or demos (not vague), genuine energy about returning, realistic expectations about pace.

### 5. "Procyra has 15,000+ potential DACH customers. Given your background, which customer segment would you prioritise first and why — and how would you approach the first qualified meeting with a Head of Procurement at a mid-sized manufacturer?"

Context: Tests strategic thinking about pipeline prioritisation and consultative discovery skills in Procyra's specific context. Reveals how quickly he can map his skills to a new domain.

Watch for: Structured hypothesis (not random answer), ability to draw from past vertical analogies, quality of discovery questions he would ask.

## Recommended Next Steps

1. Schedule a first interview (45–60 min) focusing on enterprise deal depth and domain ramp-up plan — use interview questions 1 and 2 as anchors.
2. Request specific ARR figures and average deal sizes for CloudNova and SecureWave Enterprise roles prior to or at start of interview.
3. If first interview is positive: assign a short case study — e.g. "Prepare a 10-minute pitch for a Head of Procurement at a mid-sized German automotive supplier." Evaluates domain learning speed and presentation quality.
4. Reference check recommended: SecureWave manager (SMB period) for performance validation; CloudNova manager for enterprise stakeholder management evidence.