

# AMY L. ULLMAN

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## EXPERIENCE

### Salesforce

*Lead Solution Engineer, Net Zero Cloud*  
*Lead Solution Engineer, Retail Enterprise*  
*Senior Solution Engineer, Retail Enterprise*  
*Senior Solution Engineer, Commercial New Logo*

New York, NY  
April 2022 - Present  
February 2021 - Dec 2022  
August 2019 - January 2021  
December 2017 - July 2019

- Using a consultative sales process, partner with up to 6 AEs to map out a company's business processes, challenges, and goals, and demonstrate how Salesforce products can solve for broad business objectives, and deliver value at all levels of the organization and across business units.
- Helped launch our New Logo segment in the commercial business unit in FY19, closing 2 out of our top 5 deals in the first half of FY20.
- The Retail Enterprise East team which I saw supported saw +20% YoY on-dash growth in FY21
- Created and ran a constructive feedback workshop for Salesforce employees and the [Presales Collective](#).
- Awards: FY21 Q2 MVP for Retail Enterprise Solutions, FY22 SE of the Quarter Q2, FY23 Q3SE of the quarter nominee
- Volunteering: Earthforce Boston (2018-2019), Earthforce NYC (2020), Earthforce Global RVP for EMEA (2021-2022), VP of Education, "The Big Toast" (Salesforce NYC Toastmasters Chapter)
- Product specialties: Sales and Service Cloud, Net Zero Cloud, Revenue Cloud, Service Cloud Voice

### Sprinklr

*Solutions Consultant*

Boston, MA

May 2015 - November 2017

- Partnered with the sales team to determine brand needs, pain points, and goals, and demonstrated how Sprinklr's SaaS platform can solve for larger business objectives and expand the value that social media drives for their organization.
- Closed 13 net new logos in 2016, the third highest in the department globally
- Successfully launched department-wide certifications and training for three separate product offerings, establishing best-practices around the globe.
- Awards: Q1 2016 Presales Excellence; Q4 2016 Sprinklr Life

### Drync Wine

*Marketing Manager, Content Creator*

Boston, MA

July 2013 - March 2015

- Oversaw all digital marketing efforts and content creation: Push and in-app messaging, segmented email marketing, in-app content, social media, blogging, and App Store optimization.
- Launched marketing automation campaigns that saw an average of 45+% open rate and a 4+% click through rate, a 10% increase in first-time buyer rate, and 15% increase in the add to cart rate.
- Collaborated with our product and design teams, as well as customers, to create a better user experience

### HubSpot

*Inbound Marketing Consultant*

Cambridge, MA

January 2013 - May 2014

*Technical Support Rep*

January 2012 - December 2012

- Collaborated with over 120 customers to create and execute successful Inbound Marketing campaigns, using a mix of strategic consulting, product knowledge, and project management.
- Assisted customers in the integration of HubSpot software and methodology into existing marketing strategy in order to achieve their goals and maximize outcomes.
- Provided content for HubSpot marketing campaigns, HubSpot Academy, and HubSpot customer blog.

## EDUCATION

### Harvard University, Division of Continuing Education

2005 - 2009

*Bachelor of Liberal Arts*, Field of Study in Economics, Citation in French Cum Laude and Dean's List.