

# STACY KUROWSKI

Enterprise Account Executive | Sr. Account Executive

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Results-driven professional with expertise in strategic selling and enterprise account management, consistently surpassing quotas and driving revenue growth. Skilled in managing the full sales lifecycle from prospecting through closure, cultivating long-term client relationships, and negotiating complex deals. Proficient in penetrating new markets and optimizing pipelines to expand business opportunities. Adept at thriving in high-pressure startup environments while driving immediate impact and proven success in creating scalable sales functions from the ground up.

## CORE COMPETENCIES

People Management | Operations Management | Customer Relationship Management (CRM) | Sales Processes | Sales Operations | Strategic Planning | Product Presentations | Cross-functional Collaboration | Business-to-Business (B2B) | Lead Generation | Software as a Service (SaaS) New Business Development | Solution Selling | Process Development | Performance Tracking | Negotiation Skills | Lead Qualification | Excellent Communication Skills

**Technical Skills:** CRM HubSpot, Workday, ADP (Automatic Data Processing), Slack, Zoom, Google Suite (Google Docs, Google Slides, Spreadsheet, Drive), Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, SharePoint, Visio)

## RELEVANT SKILLS

- **CRM & Data-Driven Forecasting:** Proficient in HubSpot CRM to track activities, analyze pipeline data, and enhance forecasting accuracy for informed sales planning, leading to stronger pipeline visibility and improved quota attainment.
- **Cross-Functional Collaboration:** Adept at partnering with marketing, product, and operations teams to align strategies, optimize processes, and improve scalability, resulting in streamlined workflows and accelerated revenue growth.
- **Industry Representation & Networking:** Successful in elevating brand awareness by representing organizations at industry events and building strategic networks that accelerate business growth.
- **Sales Strategy & Revenue Growth:** Proven ability to design and execute sales strategies that consistently exceed targets, achieving 75% year-to-date growth and generating \$4.4M in revenue.
- **Pipeline Development & Management:** Expertise in building, qualifying, and converting high-quality leads, driving a 47% closed-won rate, and surpassing annual sales quotas.

## RELEVANT WORK EXPERIENCE

**HEAD OF SALES, Perfect Day Live | Buffalo, NY (Remote)** Jan 2025 – Present

- Accelerate revenue growth by developing and executing scalable sales strategies aligned with company objectives.
- Expand organizational capacity through building, mentoring, and leading a high-performing sales team.
- Increase market penetration and client retention by driving consistent pipeline development and conversion.
- Enhance operational efficiency by collaborating cross-functionally with marketing, product, and operations teams.
- Strengthen business scalability by owning and optimizing the full sales pipeline across the enterprise segment.

**SENIOR ACCOUNT EXECUTIVE/SALES DEVELOPMENT SPECIALIST, Kangarootime | Buffalo, NY** Sept 2022 – Jan 2025

- Increased revenue pipeline by managing the sales cycle from prospecting and lead qualification to contract negotiation and deal closure.
- Enhanced brand visibility and business growth by representing the company at industry events and cultivating strategic networks.
- Improved sales forecasting accuracy and pipeline visibility by leveraging HubSpot CRM for activity tracking and reporting.
- Strengthened client retention and satisfaction through relationship-building with key stakeholders and decision-makers.
- Secured high-value partnerships within the ECE industry, driving client acquisition and expanding market share.

Key Achievements:

- Improved market presence and client acquisition by executing territory strategies that maximized opportunities.
- Achieved 75% year-to-date growth by generating and converting high-quality leads within assigned territory.
- Surpassed annual sales targets by 100% with a 47% closed-won rate through strategic pipeline management.

**SENIOR ACCOUNT EXECUTIVE**, Blue Bridge Financial | Buffalo, NY

Dec 2019 – Sept 2022

- Drove revenue growth by expanding a strategic book of business, unlocking new lending opportunities and revenue streams.
- Achieved and exceeded monthly, quarterly, and annual sales goals through strategic pipeline management and client acquisition.
- Increased team performance by leading five account executives with targeted training, resources, and a supportive environment that fostered individual and collective success.
- Accelerated company expansion by spearheading the development and launch of a new lending division in collaboration with marketing, technology, and senior leadership teams.

*Key Achievements:*

- Generated \$4.4M in revenue by consistently exceeding sales expectations and driving high-value client relationships.

**OTHER WORK EXPERIENCE**

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**Financial Advisor Development Program**, Merrill Lynch | Buffalo, NY

July 2019 – Dec 2019

Participated in Merrill Lynch's Financial Advisor Development Program, gaining essential licenses and advanced financial planning skills to deliver comprehensive wealth management solutions.

**Relationship Liaison III**, M&T Bank | Buffalo, NY

Sept 2016 – July 2019

Strengthened client and C-level relationships to create new business opportunities by serving as a trusted liaison for high-net-worth clients, managing complex account transactions, and coordinating with internal teams to ensure efficient loan processing and portfolio growth.

**Assistant Branch Manager**, First Niagara Bank | Buffalo, NY

June 2010 – Sept 2016

Directed branch operations and staff development by training and supervising tellers, overseeing audits and cash management, and cultivating customer relationships that consistently drove top 10 sales performance and exceeded quarterly and annual growth targets.

**VOLUNTEER WORK**

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**Leadership Team Member** | Kangarootime (2023 – 2025)**Volunteer** | Journey's End (2024)**Member** | Local Buffalo Networking Groups (2019 – 2024)**EDUCATION**

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Jamestown Community College