

BRITTANY HOUGAARD

+1.801.634.7953

HougaardWalker@Gmail.com

www.linkedin.com/in/brittanyhougaardwalker/

Enterprise Account Executive

WORK EXPERIENCE

Perkuto (Merge)
Jan 2020 – Apr 2022

Enterprise Account Executive

- Strategic advisor to enterprise accounts in the Western United States, including Adobe, Box, Expedia, and Sunbelt Rentals
- Create account plans structured around acquisition & expansion of new client accounts
 - FY2020 goal attainment: 165%

ExpertVoice
Feb 2018 – Jan 2020

Field Account Executive

- Managed a variety of major outdoor, technology, and retail brands by supporting their brand strategies and expanding their product offerings to their key industry influencers
 - Accounts include Dillard's, Pearl Izumi, Smith Optics, and Western Digital Technologies
 - Advised on key strategies in developing their reach to consumers influencing the sales of their full-priced product offering

FireEye
Feb 2014 – Jan 2017

Named Account Manager

- Identified security maturity within the organization
- Aligned the necessary resources to achieve business and IT objectives
- Offered flexible deployment strategies that adjust as the company expands its breadth and depth of security

Cisco Systems
Jan 2012 – Feb 2014

Virtual Sales Account Manager

- Supported outside sales team in their prospecting efforts
- Drove opportunities from start to finish
 - Nov '13 Top Performer Award of Western Operations
 - Dec '13 Certificate of Sales Excellence – Awarded to one individual of the Western Operations each quarter.

EDUCATION

University of Utah
2021–2023

Master of Electronic Arts and Engineering

Emphasis on Production Processes, Project Management, and Team Management

Weber State University
2017–2021

Bachelor of Science – Professional Sales

Emphasis on Sales, Distribution, and Marketing Operations

SKILLS

Specializations

- SaaS Sales, including:
 - Communication software
 - Marketing Operations software
 - Cyber-security software
- Complex sales cycles
- \$1m+ deal sizes
- C-Suite relationship building
- Account leadership through pre & post sale process
- Prospecting into large/strategic accounts

Software

- Salesforce
- Outreach
- Zoominfo
- LinkedIn Sales Navigator
- Gong.io

Sales Methodologies

- MEDPICC
- Challenger Sale
- Gap Selling
- CustomerCentric Selling
- SPIN Selling

Certifications

- CompTIA Security+
- Salesforce Associate Certification

CLIENT RECOMMENDATIONS

ZACH ALVES

DIRECTOR, MARKETING OPERATIONS | **ADOBE**

“Brittany brings to all of her activities energy, enthusiasm, and commitment. This is to be expected in any successful partnership, and in this regard, Brittany has done well. Be it in the directing of contractual processes between teams, the crafting of a roadmap for project management, or the establishment of overall best practices, Brittany and her team consistently delivered high-quality results for our organization.”

PAUL STOOUT

VP OF SALES AND MARKETING | **CISCO UNIFIED COMMUNICATIONS**

“Brittany is a super individual who just happens to also be an excellent project manager. She exemplifies hard work, caring for others, making things happen, and knowing her business. She understands the careful balance between drive and empathy, which brings her success in whatever she does.”