

# JAMES D. STALKER

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## EXPERIENCED SENIOR ACCOUNT EXECUTIVE

*Driving significant results through dynamic foresight, strategy and leadership*

- Accomplished and results-driven Account Executive with broad based expertise leading effective strategy, territory management, key account management, and revenue growth, with experience selling into major enterprise corporations.
- Expertise in building effective strategies that substantially increase revenue while improving market share and sales effectiveness; with Coursera, delivered 280% of goal in the first year and doubled the number of territory accounts.
- A demonstrated record of success marked by a history of stellar revenue growth and operational excellence with roles with Forrester, Coursera, Gartner, D&B, SK&A Information Services, and Experian Marketing Services.

*"Jim's professional, experienced and mature approach matters when on-boarding clients requiring significant oversight and expectation management."*

*Excerpt from 2021 Annual Review*

### AREAS OF EXPERTISE

*Skilled in Business Development & Sales  
Driving Revenue and Profit Growth  
Defining Account Management Strategy  
Developing Robust Business Relationships  
Expertise in B2B Sales*

*Managing Broad Geographic Territories  
Developing and Executing Sales Strategies  
Well Versed in Account Penetration  
Competing in Challenging Markets  
Surpassing Performance Targets*

## Professional Experience

### 2019 to Present • FORRESTER • Cambridge, MA

*Forrester is one of the most influential research and advisory firms in the world. Working with business and technology leaders their research informs and guides growth strategies for over 2,000 companies who are centered on customer obsession. Subscription sales, consulting projects, and annual events are delivered by over 1,800 global employees.*

### Client Executive – Large Enterprise – Pacific User West

Led client relationship management with the heads of IT, Marketing, and Customer Experience (CX) within 10 large enterprise corporations, growing annual revenue by 10% to reach \$1.3MM from research subscription services.

- **Key Wins:** *Exceeding 2021 Contract Value target building on deeper relationships higher in the organization developed across two-years of account management during a significant change in Forrester's go-to market strategy. Critically crushing 2020 Q4 during unprecedented COVID-19 business disruption. Increasing multi-year renewals by 25% including a first-time in five years multi-year renewal with Kaiser Permanente stabilizing this top west coast account.*

### 2018 to 2019 • COURSERA • Mountain View, CA

*Coursera is the world's largest online learning platform for higher education, with partnerships with 170 of the world's top universities and industry educators to offer courses, specializations, and degrees. Over 1,700 companies use the company's enterprise platform Coursera for Business.*

### Large Enterprise Account Manager – New Business

Fulfills a critical role driving revenue, with a focus on building new business with large enterprise accounts throughout a 10-state territory, winning major clients that have included Hertz, Ingram Micro, and Amgen. Establishes and strengthens relationships with key stakeholders and influencers spanning chief information officers, chief technology officers, and leaders of Human Resources and Learning & Development departments.

- **Business Growth:** *Navigated the territory from three large enterprise accounts to six, doubling the account base and skyrocketing annual revenue from \$250K to \$700K, forecasted to reach \$2MM in 2019.*
- **Performance:** *Recognized for closing the fastest New Hire sale and finished the first year at 280% of annual goal.*

**2014 to 2018 • GARTNER (FORMERLY CEB/CORPORATE EXECUTIVE BOARD) • San Francisco, CA**  
*Gartner is a practice insight and technology company in the United States, Europe, and internationally, providing data analysis, research, and advisory services to senior executives and their teams.*

### 2018: Account Executive – Higher Education

Achieved a demonstrated record of success, marked by solid results in consecutive positions serving the needs of clients in multiple industries.

As Account Executive – Higher Education, leveraged extensive product knowledge and sales skills to win new business while securing the renewal of existing account relationships throughout the Higher Education sector in California. Negotiated and closed agreements for data and research subscription services with the CIOs and leadership of organizations that included Stanford University, the University of Southern California, and the University of California system.

- **Top Performance:** *Credited with consistently meeting a \$1M annual revenue target year after year, based on exceptional client relationship management skills.*
- **Account Penetration:** *Evolved the customer relationship with Stanford University, building contacts, conducting meetings, and rallying resources to increase account penetration.*

### 2016 to 2018: Senior Account Manager – Large Enterprise – Tech Practice

Effectively managed a diverse roster of 30 client relationships with large enterprise corporations, building strong relationships with CIOs and the leaders of Infrastructure, Applications, Enterprise Architecture, Information Risk, and PMO within each account. Developed expertise securing renewals while identifying opportunities to cross-sell additional products and services, meeting and surpassing an annual revenue goal of \$2.2MM.

- **Key Wins:** *Won a 3-year renewal valued at \$650K with Kaiser Permanente; established a relationship with the new CIO of McKesson that led to an increase in revenue from \$160K to \$230K, and restored confidence and trust with the new CIO and leadership team of Adobe, delivering \$650K in revenue over three years.*

### 2014 to 2016: Senior Account Manager – Large Enterprise – HR Practice

Led client relationship management with the heads of Human Resources, Recruiting, Total Rewards, and Learning & Development within 30 large enterprise corporations, growing annual revenue by 10% to reach \$3.3MM from research subscription services.

- **Key Wins:** *Recognized for navigating a year-long complex sales cycle involving multiple decision-makers to secure a \$400K agreement for training with Cisco Systems, representing one of the largest training sales for the year.*
- **Awards, Honors & Accolades:** *Consistently ranked in the Top 25% of producers for the Human Resources Practice, delivering over \$500K in new business each year for two years.*

### 2013 to 2014 • D & B (ONESOURCE) • Sacramento, CA

*OneSource Information Services, provides real-time, actionable B2B data from the world's most comprehensive database to deliver business information solutions. Acquired by D & B.*

### Global Sales Director – Data Solutions

Hired as a member of a new team dedicated to building new business for data solutions and SaaS products, securing multiple wins and a \$40K agreement with the Los Angeles times prior to the dissolution of the team by the new CEO.

### 2010 to 2012 • SK&A INFORMATION SERVICES – A CEGEDIM COMPANY • Irvine, CA

*SK&A Information Services, Inc. provides healthcare information solutions and research services. It researches and maintains contact and profiling information for various healthcare practitioners, including physicians, hospitals, pharmacies, nurses, group practices, managers, and therapists.*

### Senior Account Development Executive

Negotiated and closed agreements for list and email marketing services to clients in the Healthcare industry, with accolades that included the fastest close of a major account within 60 days, and the acquisition of the largest new client in 2011 with a six-figure transaction that also launched a new product offering.

### 2007 to 2010 • EXPERIAN MARKETING SERVICES • Costa Mesa, CA

*Experian Marketing Solutions, Inc. offers marketing solutions. Its research services include syndicated research, and custom online and offline research and behavioral integration. The company helps clients to execute direct marketing campaigns using online data integration, campaign management, email deployment, and Web analytics.*

### Senior Account Director

Engaged in extensive territory research and competitive intelligence, serving as the foundation for the development of innovative and effective business strategies that led to the acquisition of major clients.

- **Product Development:** *Communicated the findings of market research to the Product team, influencing new applications of existing products aligned with customer needs.*

### EARLY CAREER

*Relationship Manager, Dun & Bradstreet*

*District Manager, Sales Representative, Product Merchandiser, JVC*

### Education & Professional Development

**GONZAGA UNIVERSITY • Master of Arts Degree in Communication and Leadership Studies**

**UNIVERSITY OF CALIFORNIA SANTA BARBARA • Bachelor of Arts Degree in Philosophy**

**Trained in Challenger, Value Selling, Spin, and Miller-Heiman Sales Strategies**