

# Callum Priestley

Account Executive

14 Queen Square, Bristol, BS1 4NT

callum.priestley@gmail.com

+44 7923 441 208

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## **Daniel Rowe**

HubSpot

Dear Daniel,

I noticed the Account Executive opening at HubSpot's London office and wanted to put my name forward. I have been closing mid-market SaaS deals at Mailchimp for the past three years. Finishing 2025 at 128% of a £480,000 quota, and HubSpot's product suite is one I have followed closely since getting my HubSpot Sales Software certification back in 2022. Selling a platform I already understand to a market I already work in feels like the right move.

What I would bring is a combination of speed and consistency. My average deal cycle at Mailchimp is 38 days against a team average of 52, and I hold a 78% win rate on deals that reach proposal stage. The largest deal I closed last year was a £92,000 multi-year contract with a national hospitality chain. Before Mailchimp, I built £2.3 million in qualified pipeline as an SDR at Cognism, where I was promoted to Senior SDR after 8 months and later piloted outbound into the DACH region, generating £340,000 in pipeline within 5 months.

I also contributed to Mailchimp's sales enablement by co-authoring a mid-market expansion playbook that was adopted by 14 AEs and helped lift win rates by 19%. I would welcome the chance to discuss how that kind of initiative and my closing track record could contribute to HubSpot's mid-market growth in the UK.

Best regards,

Callum Priestley