

Callum Priestley

Account Executive

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Account executive with four years in SaaS sales, currently closing mid-market deals at a marketing automation platform. Consistently above quota — finished 2025 at 128% of a £480,000 target. Moved into a closing role after a strong year as an SDR where I built over £2 million in pipeline.

EXPERIENCE

Account Executive – Mid-Market, Mailchimp (Intuit), Bristol Jun 2023 – Present

Full-cycle sales to mid-market companies (50–500 employees) selling marketing automation and CRM packages.

- Closed **£614,000 in new ARR** in 2025, finishing at 128% of a £480,000 annual quota
- Average deal cycle of **38 days** against a team average of 52 days
- Won a **£92,000 multi-year deal** with a national hospitality chain — largest deal in Q3 2025
- Maintain a **78% win rate** on deals that reach proposal stage

Sales Development Representative, Cognism, London Jan 2022 – May 2023

Outbound prospecting into marketing and sales leaders at B2B companies across the UK and DACH region.

- Generated **£2.3 million in qualified pipeline** over 17 months
- Averaged **18 qualified meetings per month** through a mix of cold calling, LinkedIn, and email
- Promoted from SDR to Senior SDR after **8 months** based on consistent overperformance

Graduate Sales Trainee, Xerox UK, Reading Jun 2021 – Dec 2021

Six-month graduate programme covering the full sales cycle for print and document management solutions.

- Managed a patch of **80 SME accounts** across Berkshire and Hampshire
- Closed **£67,000 in new business** during the programme, exceeding the £50,000 trainee target

EDUCATION

BA (Hons) in Economics, University of Bristol, Bristol Sep 2018 – Jun 2021

Upper Second Class Honours. Dissertation on pricing strategies in subscription software markets.

SKILLS

Full-Cycle B2B Sales, Salesforce CRM, Solution Selling, Cold Calling & Outbound, Pipeline Generation, Discovery & Qualification, Proposal Writing, Gong (Revenue Intelligence), LinkedIn Sales Navigator, Contract Negotiation

CERTIFICATIONS

Sandler Sales Training – Foundations, Sandler Training Sep 2023

HubSpot Sales Software Certification, HubSpot Academy May 2022

LANGUAGES

English (native), German (basic)

PROJECTS

Mid-Market Expansion Playbook – Mailchimp Jan 2024 – Apr 2024

Worked with the sales enablement team to create a playbook for the newly formed mid-market segment.

- Documented **6 winning deal patterns** from my pipeline and turned them into reusable talk tracks
- Playbook adopted by **14 AEs across the UK team** — contributed to a 19% increase in mid-market win rates

DACH Outbound Campaign – Cognism

Aug 2022 – Dec 2022

Piloted outbound prospecting into the DACH region as Cognism expanded beyond the UK.

- Built target lists of **600+ accounts** across Germany, Austria, and Switzerland
- Generated **£340,000 in pipeline** from DACH in 5 months, proving viability for a dedicated team

REFERENCES

Fiona Gallagher, Sales Team Lead – Mid-Market, Mailchimp (Intuit), fiona.gallagher@intuit.com, +44 7700 900 621

Tom Ashworth, SDR Manager, Cognism, tom.ashworth@cognism.com, +44 7700 900 738

EXTRA CURRICULAR ACTIVITY

Member – Bristol SaaS Sales Community

Sep 2023

Attend monthly meetups and occasional speaking slots. Gave a talk on cold calling techniques to a group of 40 in November 2025.

Volunteer – Babbasa Youth Empowerment

Jan 2024

Mentor young people from underrepresented backgrounds on career skills and interview prep. Currently mentoring 2 students from UWE Bristol.