Jonathan Croft

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SUMMARY

Fifteen years in B2B software, including direct account management. Managed enterprise and mid-market portfolios up to $6.2M in annual recurring revenue, consistently meeting or exceeding quota. Builds long-term relationships across complex organizations with multiple stakeholders and competing priorities. Actively listens to what each customer wants to achieve and ties product adoption and usage to those outcomes. Uses health scoring (adoption and usage, support tickets, champions, organizational change) to flag renewal risk early, and quarterly and executive business reviews to surface expansion. Partners with internal teams across Product, Support, and technical functions to resolve complex issues and protect renewal and expansion outcomes, and with Finance and Legal on contract terms, changes, and red lines.

EXPERIENCE

Wentworth Sales Consulting | Contract Consultant *August 2025 - May 2026*

Greater Boston, MA (Remote)

- Assessed client sales teams across skill, process, and pipeline execution, reviewing performance data with leadership to flag at-risk deals and prioritize coaching.
- Configured CRM systems and built training documentation, on-demand video modules, and repeatable playbooks.
- Coached reps with live call feedback and role-playing, and introduced AI tools to support sales productivity.

Textkernel (acquired by Bullhorn, 2024) Boston, MA (Remote)

Senior Account Manager, Field *January 2025 - May 2025*

- Took on an expanded $6.2M ARR portfolio of enterprise and mid-market accounts following Bullhorn's acquisition, including staffing agencies and ISV customers that white-labeled Textkernel's platform.
- Closed renewal, upsell, and cross-sell opportunities across the expanded portfolio, delivering 103% of quota in Q1 2025.
- Ran structured business reviews using account and usage data to align stakeholders on renewal health and expansion.
- Partnered with customer executives and Product, Customer Success, Support, and technical teams to resolve complex issues and address concerns about product direction and support continuity following Bullhorn's acquisition.

Senior Account Manager *January 2023 - December 2024*

- Owned a $4.5M ARR portfolio of 120+ enterprise and mid-market accounts, including Meta and Netflix, spanning onboarding, product adoption, renewals, and expansion.
- Delivered quota attainment of 119% (2024) and 102% (2023, ramp), ranking as the top global performer in 2024.
- Led renewals from forecasting through close, achieving 116% net revenue retention (NRR) and 92% gross revenue retention (GRR) in 2024, up from 88% GRR in 2023, with 15 to 25% renewal price uplifts and upsell and cross-sell revenue.
- Overhauled the team's quarterly business review (QBR) process, using account and usage data to assess customer health and surface renewal risk early. It became the standard for 10 account managers across the US and Europe.
- Built a health scoring approach that flagged renewal risk early and prioritized account attention.
- Partnered with Sales Engineering, Implementation, Product, and Customer Success on technical discovery, API integrations, and customer issues, while delivering product demonstrations and enablement sessions.
- Analyzed customer feedback and shared structured insights with Product and Leadership, connecting real-world use cases with roadmap priorities.

CloudCall Boston, MA (Hybrid)

Director of Sales, North America *June 2019 - July 2022*

- Held a regional book split roughly 60/40 between staffing and recruiting agencies and other B2B segments.
- Led a team of up to 12 at its largest, made up of 4 account executives and 8 business and sales development reps.
- Coached reps one by one, including a move from transactional to consultative selling and the MEDDIC method, and held them accountable to using it.
- Built the sales onboarding and training program from scratch and cut ramp time for new sellers by 25%.
- Stayed the named owner of each account for the first 60 days after signature, guiding it through implementation and standardizing the stakeholder intelligence handed to account management.
- Directed North America go-to-market execution, forecasting accuracy, and cross-team alignment with Marketing, Product, and Customer Success while carrying a personal quota.
- Delivered quota attainment of 121% (H1 2022), 116% (2021), 96% (2020), 136% (2019), and 106% (2018, ramp).

Senior Account Executive *January 2018 - June 2019*

- Owned the B2B relationship from discovery through onboarding, aligning product capabilities to customer workflows and long-term value.
- Consistently met or exceeded quota through disciplined pipeline management and customer-focused selling.

Egenera | Senior Channel Account Manager, East *March 2017 - January 2018*

Greater Boston, MA (Remote)

- Recruited and onboarded 12 new partners in 10 months and managed an East Coast partner network, growing the portfolio through joint planning and ongoing relationship management.
- Delivered 108% of quota in 2017 through partner-driven pipeline development and account growth.

Vault America | Contract Consultant *June 2016 - March 2017*

Greater Boston, MA (Remote)

- Established a partner engagement framework, including workflows, documentation, and reporting processes for a newly formed team.
- Advised company leadership on formalizing internal processes, including CRM structure and reporting alignment.

FreedomVoice (acquired by GoDaddy, 2016) | Regional Manager, Channel Account Management *June 2014 - June 2016*

San Diego, CA (Remote)

- Recruited and onboarded 74 resale partners for hosted communications solutions, owning each from qualification through signed agreement and ongoing support, and driving adoption through hands-on training.
- Led a West region team of channel development representatives, six over my tenure, turning new hires with no sales experience into a strong team through onboarding, role-playing, and hands-on call coaching with shadowing.
- Built a process for qualifying and disqualifying prospects quickly, so account executives only received strong meetings.
- Delivered quota attainment of 113% (H1 2016) and 106% (2015).

Reflexion Networks (acquired by Sophos, 2015) | Channel Account Manager *June 2012 - June 2014*

Greater Boston, MA (On-site)

- Signed and onboarded roughly 4 new partners a month, about 100 in two years, and owned those relationships through growth and retention.
- Supported partners with solution positioning at customer meetings, conferences, and trade shows.
- Delivered quota attainment of 104% (H1 2014), 116% (2013), and 111% (2012, ramp).

ADDITIONAL EXPERIENCE

State Street, Pegasystems, Parametric Technology Corporation *2007 - 2012*

- Started in fund accounting at State Street before transitioning into sales compensation analysis at Pegasystems and Parametric Technology Corporation, building foundational experience in incentive design, commission administration, and aligning pay programs with revenue goals.

EDUCATION

MBA, Strategy & Business Analysis 2012

Questrom School of Business, Boston University | Boston, MA

Bachelor of Science, Business Management 2007

Roger Williams University | Bristol, RI

SKILLS

Account Management: Enterprise & Mid-Market Account Management, Customer Lifecycle Management, Renewal & Expansion Strategy (NRR/GRR), Upsell & Cross-Sell, Quarterly & Executive Business Reviews (QBRs and EBRs), Product Adoption, Customer Health Scoring & Renewal Risk Management, Executive Relationship Management

Commercial & Cross-Functional: Team Leadership & Coaching, Contract Negotiation, Cross-Functional Collaboration, Customer Onboarding & Enablement, Customer Escalation Management, Forecasting, Process Improvement

Tools: Salesforce, Gainsight, Jira, CRM Systems, Excel, AI Tools & AI-Integrated Workflows