



1.800.333.1566

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120 Max Hurt Drive • Murray, KY 42071



## Position Description

### Senior Account Executive

**Reports to:** VP of Sales

#### Position Summary/Objective:

As a Senior Account Executive, you will own a strategic territory and partner with ITS's Strategic Account Executive team to drive new logo acquisition and expansion revenue in the pipeline operator qualification and energy compliance market. You will lead complex pursuits from prospect to close, develop named-account strategies for high-value targets, and serve as a player-coach who elevates the performance of Business Development Executives.

#### Expectations:

- A. Own and grow a strategic book of business, hitting or exceeding assigned ARR targets.
- B. Lead complex sales pursuits from qualification through close, including contract negotiation.
- C. Build strong, lasting relationships with prospects and clients.
- D. Mentor and develop Business Development Executives.
- E. Maintain disciplined CRM hygiene and accurate forecasting.

#### Summary of Responsibilities:

- A. Own and grow a strategic book of business.
  - Develop and execute named-account strategies for high-value prospects and strategic accounts.
  - Build and maintain pipeline coverage with multi-quarter visibility.
  - Lead executive-level discovery, business case development, and ROI conversations.
  - Negotiate commercial terms, pricing, and multi-year agreements.
  - Achieve or exceed assigned new ARR and expansion targets.
- B. Lead complex sales pursuits from prospect to close.
  - Run structured discovery to uncover regulatory, operational, and financial drivers.
  - Orchestrate cross-functional pursuit teams across Solution Delivery, Product, and executive sponsors.
  - Deliver tailored demonstrations of ITS Verify, ITS Assure, ITS Go, ITS Connect, and ITS Live.
  - Manage RFP/RFI responses in coordination with Marketing and Product.
- C. Develop deep industry and competitive expertise.



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- Maintain expert fluency in pipeline OQ regulations and adjacent compliance frameworks.
  - Track competitor positioning and translate insights into differentiated messaging.
  - Partner with Product Management to surface market feedback and inform the roadmap.
- D. Build strong, lasting relationships with prospects and clients.
- Serve as the senior point of contact for strategic accounts through onboarding.
  - Partner with Client Success to ensure seamless implementation and identify expansion signals.
  - Represent ITS at industry trade shows, regulatory forums, and operator working groups.
- E. Mentor the broader sales organization.
- Provide deal coaching, call shadowing, and pipeline review support to BDEs.
  - Contribute to sales playbooks, discovery frameworks, and competitive battlecards.
  - Model professional standards and disciplined sales execution.
- F. Full use and expert understanding of the Sales CRM platform.
- Maintain accurate records of all activity, opportunities, and forecast data.
  - Deliver accurate weekly, monthly, and quarterly forecasts.
  - Demonstrate advanced proficiency with Microsoft Office Suite, Salesforce, and Microsoft Teams.

### **Qualification/Experience:**

- Bachelor's degree from a four-year college or university (preferred fields of study Marketing, Communications, Business, or Sales).
- 7+ years of B2B software or technology sales experience with a track record of meeting or exceeding quota.
- 3+ years selling into energy, pipeline, utility, or regulated industrial sectors preferred.
- Demonstrated success closing complex, multi-stakeholder deals.
- Experience mentoring or developing junior sales talent.

### **Competencies:**

- **Strategic Selling:** Designs and executes named-account strategies and engages complex buying committees across economic, technical, and coaching roles.
- **Executive Communication:** Writes and speaks with clarity and credibility across audiences from field operators to the C-suite; actively listens and tailors messaging.
- **Business Acumen:** Translates ITS capabilities into measurable financial and compliance outcomes for the customer.



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- **Negotiation and Closing:** Leads commercial negotiations with confidence, balancing customer value with margin discipline.
- **Coaching and Influence:** Develops others through feedback and modeling; influences without authority across cross-functional partners.
- **Industry Expertise:** Demonstrates sophisticated knowledge of the OQ/pipeline compliance industry, ITS's product suite, and the competitive landscape.
- **Accountability:** Takes personal responsibility for adhering to company policies and meeting performance and forecast commitments.
- **Integrity:** Demonstrates the utmost level of integrity and shows respect toward others and toward company principles.

*Travel up to 70% is required for this role.*

*Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.*