

Micah Freedman

me@micahjfreedman.com | (973) 303-5834 | linkedin.com/in/micahfreedman | Location: New York City

Leader in Business Growth & Client Success

Experienced solution-driven player/coach with measurable success in business development and account management for tech partners and agencies. I've generated over **\$15mm** in revenue from sustainable inbound and outbound sales operations by leveraging data-backed decision making and industry-leading tech.

B2B Sales | Lead Generation | Account Management | Pitch Leadership | Contract Negotiation
ZoomInfo | UNIX | Salesforce | Generative AI | Notion | Reporting & Analytics

Professional Experience

B&H

Senior Account Manager

July 2024 - Present

- Drive strategic account development across technology-focused verticals including Advertising, Gaming, Photography, and Digital Publishing, managing enterprise client portfolio exceeding \$10mm annually.
- Lead negotiations for **six-figure capital and operational investments**, partnering directly with senior stakeholders to structure strategic purchasing agreements
- Execute purchasing plans, resulting in **100% client retention and 10x growth** with key customers.
- Develop and implement risk management for major purchasing initiatives to proactively identify and mitigate potential challenges.

Ruckus

Head of Growth

December 2017 - December 2021, October 2022 - March 2024

- Ran business development and client success for the 20 year-old independent creative agency.
- Consistently beat sales targets with **\$10mm+** revenue from **60+ new** clients like Beekman 1802 and Axonius.
- Pioneered business processes related to demand generation, client success operations, CRM SOPs, and optimized proposal, pitching, and SOW-related processes.
- Hired and managed **10 direct reports** including junior and senior reps alongside designers.
- Orchestrated over **100+ pitches** with cross-functional teams while scaling and optimizing via generative AI.
- Led agency brand marketing, pitch consultant and referral partnerships, and PR initiatives with key placements.

Madwell

New Business Director

January 2022- October 2022

- Piloted the **New Business** practice at the award-winning indie agency.
- Expanded pipeline growth through formalized lead generation practices, platform implementation (ZoomInfo), CRM implementation (Copper), and data-based deal pipeline reporting.
- Generated over **\$5mm** in closed business with major consumer brands such as **Denon and e.l.f.**
- Established deal qualification methodology and **orchestrated large-scale, cross-functional pitches** with business strategy, creative, and production teams.
- Collaborated and reported directly to C-Suite on a weekly basis.

Saberpoint

Marketing Supervisor

May 2013 - December 2017

Education

Monmouth University, BS in Business Administration; Marketing & Management