

Micah Freedman

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Location: New York City

Leader in Business Growth & Marketing Strategy

Experienced analytical and solution-driven player/coach with background in business development and consultative selling for startups 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 | Partnership Management | Pitching & Negotiating | Client Success
ZoomInfo | CRM Implementation | Salesloft | Consultative Sales | Reporting & Analytics

Professional Experience

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.
- Generated **\$10mm+** in new and upsell business from consumer and B2B brands, including **60+** new clients. Clients include Axonius, The Chef's Garden, Chrono24, Death Wish Coffee, Tenneco, and Beekman 1802.
- Hired and managed **10 direct reports** including junior and senior reps alongside designers.
- Pioneered demand generation activity, client success-related operations, CRM SOPs, and optimized cross-functional proposal, pitching, and SOW-related processes.
- Orchestrated over **100+** pitches relating to branding, custom web dev, integrated marketing, studio production, and experiential services in formal and informal settings while advising clients on major strategic initiatives.
- 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 formal New Business practice at the award-winning indie agency.
- Established lead generation practices, platform implementation (ZoomInfo), deal qualification methodology, pitch orchestration, CRM implementation (Copper), and data-based deal pipeline reporting.
- Generated over **\$5mm** in closed business with major consumer brands.
- Orchestrated large-scale, cross-functional pitches for brands like e.l.f, Denon, BYJU'S, and market leaders.
- Collaborated and reported directly to C-Suite.

Saberpoint

Marketing Supervisor

May 2013 - December 2017

- First business development hire to run marketing and sales operations at the enterprise software organization.
- Led the development and implementation of digital outbound marketing processes, increasing pipeline by **5x**.
- Managed **land and expand partnerships** with enterprise partners such as SAP, AT&T, AppCard, and more.
- Created and executed SOPs to generate business from **SaaS and on-prem HCM, ERP**, and other solutions.
- Increased penetration into Life Sciences, Manufacturing, Healthcare, and other verticals across the US.
- Supervised 5 global direct reports.

Education

Monmouth University, BS in Business Administration; Marketing & Management