David Villatoro

Technology Sales & Business Strategy Professional

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PROFESSIONAL OVERVIEW

Detail-oriented and highly organized Account Executive with 10+ years of experience in technology sales providing high-level support to C-suite executives. Proven ability to manage complex sales cycles, build compelling business cases for technology investments, prepare executive-level reports, and handle confidential information with discretion. Recognized for strong communication skills, problem-solving ability, and the capacity to thrive in fast-paced environments.

WORK EXPERIENCE

SR. ACCOUNT EXECUTIVE | Verizon, Dallas (remote) AUG 2025 – PRESENT

- Aligned SaaS and wireline investments to Fortune 1000 businesses by evaluating ROI, total cost of ownership, and long-term operational impact.
- Control full sales cycle from lead qualification to post-sale expansion using data-driven outreach and multi-channel prospecting.
- Managed 30–50 meetings per month, including board, investor, and leadership meetings.
- To generate user engagement, I performed multiple A/B tests, resulting in a 20% decrease in bounce rates and a 15% increase in sales conversions.
- On pace for Winners Circle in 2026.

STRATEGIC ACCOUNT SPECIALIST - HEALTHCARE | Spectrum Enterprise, Coppell MAR 2024 – APR 2025

- Led new logo acquisitions with technical and business discovery in Fortune 500 healthcare companies to align SaaS, cybersecurity services, AI integration & customized HIPAA-compliant managed services, and SASE solutions.
- Developed business cases aligning technology investments to ROI, operational efficiency, and risk mitigation.
- Held meetings with IT teams and C-Suite executives to understand current solutions and lead presentations to advance modernization initiatives.

ENTERPRISE ACCOUNT EXECUTIVE | AT&T, Dallas MAR 2022 – MAR 2023

- Role focused on new acquisition growth across enterprise manufacturing and transportation Fortune 1000 accounts for managed services and enterprise telecommunication options.
- Utilized sequencing, SalesForce, analytics, and virtual demos (about 15 weekly) to exceed quota.
- Develop and implement strategies that would improve customers productivity and reduce costs.
- Partner cross-functionally with IT, product teams, and project management to implement full-scale solutions and provide a positive customer experience. Exceeded quota at 230% for 2023.

BUSINESS INSIDE SALES | Verizon, Dallas NOV 2016 – APR 2022

- Conducted business discovery to assess business needs, existing technology investments, and opportunities to improve operational performance.
- Partnered with different channels to expand solution adoption and increase costumer value through consultative, data informed recommendations.
- Develop and implement strategies that would improve customers productivity and reduce costs.
- Achieved 345% of new acquisition goal and 333% of renewal goal in 2022 before leaving for a promotion opportunity.

SALES MANAGER| T-Mobile, Dallas MAR 2007 – AUG 2016

- Supported daily operations by delegating tasks, communicating sales goes, and reinforcing company policies and procedures.
- Coached sales associates on customer discovery, product recommendations, and follow-up to support sales goals.
- Reviewed sales results with team and followed up on action items to improve performance.
- Partnered with the Regional Training Manager to address skill gaps and contributed to district discussions to improve business-to-business sales practices.
- Winner Circle Winner

EDUCATION

Bachelor of Science in Finance | Western Governors University Graduated: 2026
A.A.S in Business Administration | Tarrant County College Graduated: 2022

SKILLS

Project Management
ROI analysis
Product Demonstrations
Performance Management
Pipeline Generation & Forecasting
AI integrated solutions
CRM and Sales Tools (i.e. SalesForce, ZoomInfo)
Excel, Word, PowerPoint
SQL

RELEVANT COURSEWORK

Financial Analysis
Corporate Finance
Enterprise Risk Management
Business Case Development
Data Analysis
Financial and Managerial Accounting
Executive Communication