RASHA VALENTINO

STRATEGIC ACCOUNT EXECUTIVE | ENTERPRISE SALES & GTM

CONTACT

+1647-550-5172

valentino.rasha@gmail.com

www.linkedin.com/in/rasha-valentino

Toronto, ON - EST

SKILLS

- Enterprise Account Planning
- New Logo Acquisition & Territory Development
- Complex Multi-Stakeholder Selling
- Pipeline Generation & Forecasting Discipline
- Executive-Level Discovery & Value-Based Selling
- Negotiation & Deal Strategy
- Cross-Functional Sales Collaboration (Product, Marketing, CS)
- Strategic Storytelling & Solution Positioning

EDUCATION

UNIVERSITY OF WATERLOO

- BSc. Honors Science

LANGUAGES

- English: Fluent
- Arabic: Native

Strategic, revenue-owning Account Executive with 8+ years of full-cycle experience driving new logo acquisition and expansion across mid-market and enterprise accounts. Proven track record leading complex, multi-stakeholder sales cycles from prospecting through negotiation and close. Operate with disciplined forecasting, data-driven account planning, and consultative solution positioning across regulated and operationally complex environments.

WORK EXPERIENCE

Account Executive - Go-to-Market & Partnerships 2020 - PRESENT

Independent Consultant | North America (Remote/Hybrid)

- Own full sales cycle from prospecting through close across SaaS, eCommerce, analytics, and operational platforms
- Built and managed $750K–$1.5M annual pipeline across concurrent engagements
- Drove new logo acquisition through outbound, event-led GTM, and strategic partnerships
- Converted ~40% of trade show conversations into qualified opportunities and revenue
- Closed ~30 annual deals ranging from $15K–$75K ACV with 30–90 day sales cycles
- Led structured discovery with founders and cross-functional stakeholders, aligning solutions to business priorities
- Navigated procurement, negotiation, and executive-level buying processes
- Maintained disciplined CRM management and forecasting in Salesforce, HubSpot, Apollo and more
- Synthesized customer insights to refine GTM positioning and product feedback

Field Operations Supervisor 2021 - 2021

Statistics Canada | Hamilton, ON (Remote/Hybrid)

- Led and coached ~35 team members delivering compliance-critical census operations
- Executed against strict federal standards and timelines
- Translated operational complexity into clear execution plans and measurable deliverables
- Ensured high-quality, on-time performance across assigned territory

Senior Account Manager 2018 - 2020

PetHealth INC | Oakville, ON (Remote)

- Managed and expanded 20+ employer and broker accounts across insurance and services products
- Owned renewals and upsell strategy tied to recurring revenue growth
- Consistently exceeded revenue targets through account expansion and retention
- Delivered executive-level business reviews and performance reporting
- Identified cross-sell opportunities in partnership with internal teams
- Maintained renewal forecasting accuracy and pipeline visibility