

David Prestidge

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WORK EXPERIENCE

Accenture LLP

Accenture @ Meta

July 2020 – Dec. 2021

Global Delivery Lead | Scaled Media Partnerships

Denver, CO

- Managed Meta's Scaled Media Partnerships program, a global 80-person team with offices in San Francisco, Dublin and Singapore; responsible for the sales operations process and program team leadership; designed and implemented program strategy against objectives and drove sales productivity across multiple global sites
- Shifted the global team away from customer support to a consultative sales model, led the retraining of account managers in sales outreach and overhauled the weekly global reporting structure which resulted in a 50% YoY increase in total engaged partners and a 40% overall increase in critical conversion metrics worldwide
- Within 6 months of joining the program, managed the launch of two new global initiatives and oversaw all new hiring resulting from the client's request to double sales staff worldwide
- Worked closely with Meta program managers and internal teams to improve, develop and implement new sales processes and unify global strategies across multiple sites
- Built and presented weekly, monthly and quarterly stakeholder presentations to reflect strategy impact, data-driven innovations, and sales progress against objectives

Accenture @ Snapchat

June 2019 – June 2020

Delivery Lead | SMB Advertising Sales

Denver, CO

- Recruited over to new client Snapchat to help stabilize a recently launched but struggling advertising sales program that partners with new SMB advertisers
- In Q1 of 2020, led the team to its most successful quarter with revenues surpassing goal by 18% and new spend account activations up 14% QoQ; finished Q4 2019 167% to revenue goal and exceeded new account activation target by 20%
- Flattened the program's attrition rate in 6 months and turned around behavioral metrics by implementing a robust retention plan, a redesigned and popular bonus structure and retooled sales and product training processes for account managers and less seasoned team leads

Accenture @ Meta

May 2018 – May 2019

Delivery Lead | Ad Policy & Investigations

Austin, TX

- Oversaw a team of 112 reviewers, team leads, SMEs and quality analysts across multiple investigations, advertiser experience and policy workflows that sustain the operational health and integrity of Facebook's advertising platform
- Managed headcount & recruitment, hiring, onboarding, training, and implemented remediation and action plan strategies for 12 unique workflows; consistently hit or exceeded all workflow SLAs, productivity goals and quality standards over multiple quarters

Accenture @ Meta

March 2017 – May 2018

Delivery Lead | SMB Advertising Sales

Austin, TX

- Launched a new inbound sales call center built from the ground up; oversaw all program hiring and the build out of bonus compensation and incentives plans, a playbook to increase team effectiveness and efficiency, forecasting and team reporting processes, and product and sales training processes and approach
- From day of launch, the program surpassed client expectations and goals by 5% - 13% four consecutive quarters in a row

Accenture @ Meta

Nov. 2015 – March 2017

- Mentored, coached and supervised 12 account managers within a fast-paced SMB sales environment
- Trained and onboarded an average of 12 incoming client service agents per month while always hitting or exceeding learning mastery and ramp targets

WW Norton Publishers

WW Norton College Sales

Aug. 2008 – Jan. 2015

Technology Sales Specialist & Product Marketer (Digital Initiatives)

Austin, Texas

- Proposed a new Technology sales specialist role and program, identified its core responsibilities, and scope and, over the course of 3 years, oversaw the hiring and training of three additional specialist based on the role's success
- In dual role, owned all media and product marketing strategy for digital initiatives (ebooks and online learning) with final decision authority over messaging and implementation of sales and marketing strategy

WW Norton College Sales

June 2005 – July 2008

Global Sales Representative

London, England

- Managed an extensive territory and traveled throughout the United Kingdom, northern Europe (Sweden, Norway, and Denmark), the Netherlands, and Belgium
- Responsible for a 27% territory revenue increase during the 2008-2009 sales season (a 34% increase in the UK alone) which was preceded by a robust 10% overall territory increase the previous year

College Sales

Aug 2003 – May 2005

Sales Representative

Austin, TX

Responsible for 23% territory revenue increase during the 2005-2006 sales season, following a territory increase of 26% the previous year

EDUCATION

The University of Texas at Austin

May 1998

Bachelors of Arts, Literature & Philosophy

Austin, TX

- Graduated *cum laude*; 3.8/4.0 GPA

SKILLS & INTERESTS

- **Skills:** Strategic planning; consultative sales; marketing; account management; content marketing; social media marketing; video marketing; customer engagement; training and training delivery; instructional design; presentation design; client presentations; web project management; video editing; Keynote / PPT presentation
- **Interests:** Mindfulness and meditation; yoga; homeless advocacy; traveling; Jungian philosophy, summer and winter hiking; film; beer; wine; the perfect cup of coffee