

BEN GARDINER

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EXPERIENCE

CyberRisk Alliance | *Scottsdale, AZ (Remote)*

January 2026 - Present

Sales Manager

- Promoted from Account Executive after surpassing the 2026 annual sales goal before February; recognized for exceptional account growth, pipeline discipline, and leadership potential.
- Manage a multi-million dollar book of business, closing enterprise deals exceeding \$300,000 with complex, multi-stakeholder buying cycles requiring C-level relationship management.
- Lead full 360° sales cycle from prospecting through contract negotiation and close, leveraging executive presence across cold calls, email, LinkedIn Sales Navigator, and live events.
- Consult with MSPs, MSSPs, and solution providers to diagnose revenue challenges and design customized marketing programs that drive measurable pipeline growth.

Account Executive | *July 2024 - December 2025*

- Exceeded 2025 sales goal by 115%, building a \$2M book of business from \$0 within a limited ramp period while managing a multi-million dollar annual quota.
- Traveled 50% of the time to cybersecurity conferences, executive summits, and roundtable dinners to cultivate relationships between security leaders and technology providers.
- Systemized ZoomInfo outreach cadences that generated 70%+ of total pipeline; maintained a rolling Salesforce forecast and tracked KPIs including conversion rates, outreach volume, and churn.
- Hunted net-new accounts from a curated target list using a consultative sales approach, consistently converting cold outreach into long-term revenue relationships.

CDM Media | *Scottsdale, AZ*

July 2022 - July 2024

Senior Account Executive | *November 2023 - July 2024*

- Surpassed 2023 revenue target by 130%, producing over \$1M in net new business and earning promotion through sustained top performance on the sales team.
- Acquired and retained enterprise logos including Google, ManageEngine, and SoftwareOne; collaborated with C-Suite executives on integrated strategies spanning digital, syndication, summits, and roundtables.
- Developed a repeatable sales process recognized for its effectiveness and formally adopted across the entire organization, improving team-wide consistency and conversion rates.

Account Executive | *July 2022 - November 2023*

- Owned the full sales cycle from lead sourcing through close; consistently met and exceeded quota in a competitive B2B media environment with a high-volume outreach model.
- Built and mentored a team of SDRs with no prior sales experience, coaching them on prospecting strategy, tonality, rapport building, objection handling, and appointment setting.
- Delivered accurate monthly revenue forecasts to the finance team and provided executive leadership with data-driven pipeline visibility to support business planning.

EDUCATION

Ottawa University | *Phoenix, AZ*

Graduated May 2022

Bachelor of Science in Business Administration, Minor in Finance - GPA 3.75/4.00 | Magna Cum Laude, Dean's List

Bachelor of Arts in Accounting - GPA 3.65/4.00 | Cum Laude, Dean's List

ACTIVITIES & LEADERSHIP

Ottawa University Men's Tennis

2018 - 2022

Student-Athlete - Varsity tennis program