

Andrew Andjelic

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Account Executive | AI, Trust & Safety, Fraud & Risk Platforms

6+ years of success driving enterprise growth in startups and closing complex SaaS deals across fintech, AI, and Fraud & Risk. Proven track record in consultative sales, multi-stakeholder deal cycles, and building GTM systems from the ground up.

Professional Summary

Account Executive with 6+ years of experience closing complex SaaS deals across fraud prevention, risk intelligence, and AI-driven platforms. Proven track record of exceeding bookings targets through disciplined pipeline generation, consultative selling, and end-to-end deal ownership. Trusted advisor to technical and business stakeholders, with strong CRM discipline, MEDDIC-based qualification, and a consistent focus on driving net-new revenue growth.

Experience

Fractional GTM Consulting

Account Executive & GTM Consultant | Mar 2025 – Present | Austin, TX

Supporting early venture-backed AI platforms in fintech and life sciences with sales execution and GTM strategy.

- Took ownership of active pipeline as a fractional AE, closing **discovery-to-contract cycles** and advancing stalled enterprise opportunities through procurement, security review, and executive alignment.
- **Built outbound motions** from first principles using **Apollo.io**, generating **net-new enterprise pipeline** through tailored executive-level messaging.
- Designed and implemented **HubSpot CRM** systems (deal stages, dashboards, forecasting), creating repeatable sales infrastructure for early-stage teams.
- **Partnered directly with founders and CEOs to refine ICP definition**, enterprise positioning, and sales narratives for complex AI products.
- Developed **GTM playbooks, outbound cadences, and sales collateral** to transition founder-led selling into scalable motions.

Restream – SaaS Livestreaming Platform

Account Executive | Apr 2024 – Mar 2025 | Austin, TX

Quota \$600K | ADS \$100–250K | Sales Cycle 14–60 days

- Spearheaded first **B2B GTM motion**, creating outbound strategies that secured **Shopify, Amazon, and LinkedIn**.
- Generated **\$600K+ annual pipeline** across Fortune 100 hi-tech, media, and government clients.
- Built a **lead-scoring engine for 3,000+ dormant leads**, by building a lead-scoring and prioritization engine, accelerating conversion velocity.
- Collaborated across international teams (Portugal, Ukraine, US) to drive enterprise adoption.

SEON Technologies – Fraud Prevention SaaS

Account Executive | Jul 2021 – Jul 2023 | Austin, TX

Quota \$1M | ADS \$200–400K | Sales Cycle 60–180 days

- Consistently achieved **120–140% of quota**, managing a **\$1.3M ARR portfolio**.
- Closed **37 net-new logos** during SEON's **early market expansion**, including multiple **\$400K+ ARR deals** across neobanks, BNPL, social platforms, and digital marketplaces.
- Mapped **complex enterprise buying groups**, distinguishing champions from economic buyers and navigating legal, security, and procurement stakeholders.
- Expanded presence in **North America and LATAM**, through outbound campaigns and C-level relationship building & navigating complex **multi-stakeholder procurement cycles**.
- Delivered **conference keynotes (MRC, MRMC)** and guest appearances on industry podcasts.
- Trained and mentored **5 US & LATAM teammates** on SaaS technology and MEDDIC methodology.
- Partnered with **product and data science teams** to translate client needs into roadmap priorities and new feature rollouts.

Experience

Cognizant – Global Technology Consulting

Client Relationship Manager | Nov 2019 – Jul 2021 | Austin, TX

- Managed relationships in Cognizant's strategic Apple account, generating \$12M+ in qualified pipeline within 24 months.
- Partnered with VP+ executives on digital transformation programs in Cloud, IoT, and Analytics.
- Directed fixed-bid proposals for highly visible IT and consumer-facing initiatives.

MLEU SAP GTM Lead | Feb 2019 – Nov 2019 | Dallas, TX

- Managed SAP partnership GTM strategy across manufacturing, logistics, energy, and utilities.
- Converted SAP partner pipeline data into qualified opportunities, accelerating enterprise adoption.

EAS Digital Technology Analyst | Jun 2018 – Feb 2019 | Dallas, TX

- Conducted SAP S/4HANA assessments, identifying efficiency gains for enterprise clients.
- Developed ABAP features in SAP Sales & Distribution, supporting large-scale system transformations.

Education

Indiana University, Bloomington, Indiana

Bachelors of Science in Informatics, Minor in Business, Entrepreneurship

Key Skills & Tools

Enterprise Sales: Founding AE motions, complex deal cycles, pilot management, stakeholder mapping, procurement navigation

Trust & Safety / Risk: Fraud detection, identity verification, alternative data, risk intelligence, AI-driven decisioning

Methodologies: MEDDIC, Challenger, Value-Based Selling

CRM & GTM Tools: Salesforce, HubSpot (admin), Apollo.io, LinkedIn Sales Navigator

Technical Fluency: APIs, data workflows, AI/ML concepts, Java, Python, SAP S/4HANA, ABAP

Collaboration: Slack, Zoom, Google Workspace, Asana

Role Alignment - IPQS

New Business Development: Consistent success sourcing, developing, and closing net-new mid-market and enterprise opportunities in SaaS sales.

Fraud & Risk Domain Expertise: Hands-on experience selling AI-driven fraud prevention and risk intelligence platforms to digital businesses.

Full-Cycle Sales Ownership: Proven ability to manage deals end-to-end, from prospecting and discovery through negotiation and close.

Consultative Selling Approach: Analytical, problem-solving sales style focused on diagnosing customer risk challenges and delivering value-driven solutions.

Cross-Functional Collaboration: Effective partner to product, engineering, and leadership teams to support customer success and retention.

Sales Methodologies: Familiar and practiced in MEDDIC/MEDDICC-style qualification within complex buying environments.