

MICHAEL HOLDEN

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PROFILE

MarTech and AdTech sales specialist with 15+ years delivering revenue growth for SaaS platforms, programmatic ecosystems, and digital commerce solutions. Deep expertise in complex digital technology stacks, from DSPs and DMPs to enterprise commerce platforms. Proven ability to scale revenue, build enterprise partnerships, and execute go-to-market strategies across APAC and EMEA. Trained in MEDDPICC and Winning by Design methodologies, blending tactical sales execution with strategic revenue operations.

CORE COMPETENCIES

- Strategic Solution Selling (Enterprise and Mid-Market)
- Go-To-Market (GTM) Strategy and Revenue Operations
- MEDDPICC and Winning by Design Sales Methodologies
- Commerce Platforms and Digital Transformation
- Stakeholder Engagement and C-Level Negotiation
- Marketing Technology and Programmatic Advertising (DMPs, DSPs, Attribution)
- Enterprise Partnerships and Channel Growth

Key Achievements

- Delivered **\$1.95M AUD in SaaS revenue** as top-performing Account Executive at Commerce Vision, securing wins across Enterprise and Mid-Market accounts.
- Led GTM strategy and commercial delivery for AltMonday clients, driving growth through digital platform onboarding and partner marketing.
- Closed **\$1.8M AUD in new business** at Partnerize, with strategic wins including **AMEX, Optus, and GroupM**
- Increased Aegis Group revenue by **20% YoY** at Adform, generating **\$670K incremental gains** across key agency partners.
- Achieved **32% YoY revenue growth** at Rocket Fuel, delivering **\$3.85M AUD in bookings**.
- Secured **\$2.4M AUD annual revenue** through agency partnerships at Yahoo!, launching exclusive digital campaigns with global brands.
- Played pivotal role in **value engineering sessions** at Commerce Vision, directly influencing **\$1.2M in upsell revenue**.

Career Experience

Commerce Vision – Account Executive

2023 – 2025 / B2B Commerce SaaS Platform

Responsibilities and Achievements:

Led commercial initiatives to expand the client base and drive revenue across Enterprise & Mid-Market. Managed end-to-end sales cycles, exceeding quarterly revenue targets. Implemented strategic account planning framework, increasing pipeline coverage by 60%. Championed customer success playbooks, lifting NPS by 20 points across top 10 accounts. Collaborated in cross-functional value engineering engagements, influencing \$1.2M AUD in upsell revenue.

AltMonday – Digital Strategy GTM Consultant

2020 – 2023 / GTM Consultancy for Startups

Responsibilities and Achievements:

Designed and executed GTM strategies for early-stage SaaS and commerce clients. Implemented platform onboarding (DMPs, DSPs, CDPs) to drive client acquisition. Delivered measurable SME growth via performance marketing and channel partnerships. Advised founders on platform selection and commercial scaling.

Partnerize – Business Development Director, JAPAC

2018 – 2019 / SaaS Partner Marketing Platform

Responsibilities and Achievements:

Built JAPAC growth strategy and led BD team for enterprise client acquisition. Closed \$1.8M AUD in new revenue; secured AMEX, Optus, GroupM, Scoot Airlines. Strengthened enterprise presence through strategic partner marketing campaigns.

Sizmek – Associate Director, National Accounts

2017 / Programmatic AdTech (Acquired by Amazon)

Managed national client and agency relationships. Drove strategic initiatives across GroupM (WPP) accounts.

Adform (UK) – Platform Solutions Consultant

2015 – 2017 / Programmatic Advertising Platform

Delivered \$670K AUD incremental revenue growth through strategic account expansion. Launched CPE interactive video unit across UK market.

Admedo (UK) – EMEA Agency Group Director

2015 / DSP Platform

Increased network agency spends by 120%. Created AAP offering with VisualDNA, generating \$230K AUD in net new revenue.

Rocket Fuel (UK) – Senior Sales Manager

2013 – 2015 / Programmatic Marketing Platform

Grew independent agency portfolio revenue by 32% YoY (\$2.85M AUD booked). Expanded programmatic adoption across independent agencies.

Yahoo! (UK) – Agency Sales Manager

2008 – 2012 / Global Media & Technology Company

Secured \$2.4M AUD in annual revenue through key agency partnerships. Delivered \$340K AUD in strategic entertainment campaigns for eOne and Zenith Optimedia

Qualifications and Professional Development

- Bachelor of Commerce in Communications and Business Management
- MEDDPICC Sales Qualification Training
- Sales Mastery – Winning by Design

Notes and Clarity

- **Career Gap (2019–2020):** Period dedicated to family responsibilities and estate management, followed by COVID-driven hiring freezes. Returned via strategic consultancy (AltMonday)