

THOMAS JENNINGS

MID-MARKET ACCOUNT EXECUTIVE | FINTECH, PAYMENTS & IDENTITY RISK

Colorado | 913.405.4551 | tjennings.payments@gmail.com | [linkedin.com/in/lithomas-jennings-saas](https://www.linkedin.com/in/lithomas-jennings-saas)

SentiLink GTM Brief: senticompany.com/thomas-jennings-gtm-brief

PROFESSIONAL PROFILE

Full-cycle Account Executive with a 14-year career across fintech, merchant acquiring, payments infrastructure, small-business financial services, and B2B SaaS. Achieved 120% of quota with a 38% win rate at Intuit and built greenfield pipeline, positioning, and partner motions for financial-infrastructure companies. Experienced in top-down executive selling, outbound pipeline creation, technical discovery, analytical business cases, and post-close relationship ownership. Brings practical fluency in KYB, merchant underwriting, chargebacks, transaction risk, and interchange economics, with a record of rapidly mastering complex domains and translating them into commercial outcomes.

SELECTED IMPACT

120% Quota Attainment - Intuit | 38% Win Rate - Intuit | 20+ New Logos Monthly - Sales Flow | Top Closer 35 of 36 Months | 2 Initial Clients to 100+ Multi-Location Operators - EBS | 100 Outbound Calls Daily - Merchant Services

CORE CAPABILITIES

Fintech & Payments | Merchant Acquiring | KYB, Merchant Underwriting & Transaction Risk | Full-Cycle Sales | Top-Down Executive Selling | Complex Technical Discovery | Outbound Pipeline Creation | Analytical Business Cases | Account Strategy & Market Research | Multi-Stakeholder Sales | Partner Development | Post-Close Relationship Ownership | CRM, Pipeline & Forecasting Discipline

PROFESSIONAL EXPERIENCE

Bank Up Corporation | Apr - Jun 2026

Sales & Partnerships - Payments Infrastructure (Contract)

- Built a 20+ opportunity greenfield pipeline across financial institutions, utilities, and property-management organizations through direct outreach, ecosystem mapping, and consultative discovery.
- Researched new markets, prioritized target accounts, and developed vertical and partner strategies that repositioned an established lockbox provider as modern treasury and receivables infrastructure.
- Created executive-facing one-pagers, discovery frameworks, competitive analyses, RFP content, and sales narratives that translated complex payment and reconciliation workflows into commercial value.
- Worked directly with leadership to sharpen ICP, positioning, outreach strategy, and the end-to-end revenue motion in an ambiguous build-stage environment.

Intuit | Oct 2024 - Jul 2025

Account Executive

- Achieved 120% of quota selling QuickBooks Online Advanced, Premium Payroll, payments, and workflow automation to mid-market businesses.
- Maintained an approximately 38% win rate by leading consultative discovery, tailoring product demonstrations, overcoming objections, and maintaining rigorous follow-through through close.
- Connected financial and operational pain to measurable business outcomes for owners, finance, and operations buyers; created peer-enablement resources on discovery, demo pacing, and competitive positioning.

Sales Flow Marketing | 2020 - 2023

Account Executive

- Conducted approximately 80 executive sales meetings and closed 20+ net-new logos per month from inbound and self-generated pipeline; ranked top closer on a five-person team for 35 of 36 months.
- Sustained an approximately 25% close rate across warm and cold opportunities while owning discovery, solution presentation, objection handling, follow-up, and closing.
- Built a centralized call-review library adopted across the team, improving seller onboarding and reinforcing repeatable sales practices.

Employer Benefit Systems (EBS) | 2015 - 2019

Business Development Manager - HR, Onboarding & Compliance SaaS

- Sold recurring HR, onboarding, and ACA compliance SaaS to franchise owners and CFO, HR, finance, and operations stakeholders, producing an approximately 24% close rate.
- Expanded the McDonald's franchise customer base from 2 initial clients to 100+ multi-location operators through a repeatable outbound and group-close motion.
- Developed deep working knowledge of ACA compliance and WOTC incentives to sharpen competitive positioning and translate complex rules into clear financial value.
- Closed 2-4 agreements per quarter through outbound prospecting and group presentations to approximately 15-20 franchise owners.
- Built the outbound motion from the ground up across account targeting, messaging, webinars, follow-up, and multi-location group-close strategies.
- Opened a national payroll and accounting provider as a channel opportunity and advanced the relationship to executive review.

Morgan 20/20 Search | 2012 - 2014

Executive Recruiter - Finance & Legal

- Ran full-desk business development and executive search for senior tax, finance, and legal leaders; built outbound pipeline from zero, won search mandates, and managed opportunities through placement.

Elite Merchant Solutions / Independent ISO of Chase Paymentech | 2009 - 2012

Account Executive - Merchant Services & Working Capital

- Averaged approximately 100 outbound calls daily while building a greenfield merchant pipeline and closing payment-processing, gateway, working-capital, and merchant-financing business with SMB owners.
- Built working knowledge of interchange, merchant underwriting, KYB, chargebacks, transaction risk, gateway, and pricing mechanics to position financial solutions credibly.
- Developed partner relationships within the Chase Paymentech ISO ecosystem and led needs-based conversations around cash flow, growth, payment acceptance, and access to capital.
- Promoted into sales leadership and managed a 4-6 person outbound team, reinforcing call execution, pipeline follow-up, and production accountability.

TECHNOLOGY

Salesforce | HubSpot | Apollo | ZoomInfo | LinkedIn Sales Navigator | QuickBooks Online | NetSuite | Microsoft 365 | Tableau

EDUCATION & SALES TRAINING

Regis University - Coursework toward B.S., Psychology

Sandler Sales Foundations | Challenger Sales Methodology | Predictive Index: Persuader