

# TARIQ VALENTE

## Seasoned Start-Up Technology Sales Leader

+31 630 21 41 54

@ tariq.valente@gmail.com

https://linkedin.com/in/tariqvalente

Amsterdam Area, Netherlands



## SUMMARY

An energetic, strategic, customer-obsessed and target-driven technology professional with a successful record in evangelising digital transformation and selling disruptive technology to a business and technical CxO audience in Fortune 500 companies. Strong entrepreneurial drive with exceptional communication/relationship building skills. A high EQ and CQ, a resilient work ethic and a colossal desire to explore/shape the future. An empathic listener, critical thinker and eloquent story-teller. Methodologies of choice are Challenger Sales and SPICED. Devoted to getting things done.

## EXPERIENCE

### VP Sales - Global

#### Surfly

09/2017 - Ongoing Amsterdam | Global

www.surfly.com - visual engagement technology (technical/API product)

- Grew MRR from €25K to €200K.
- Built and led a Team of 6 superstars / Built the Sales Playbook
- Closed and launched with Vitality, AXA, Generali, MetLife, Standard Bank, ABN AMRO, Santander, Macquarie Bank, Beneva, NN, New York Life, Cathay Life, Metro Bank, Harel, Telenor, Elisa, Qantas and more.
- Built a strong partner ecosystem and alliances with NICE, Cisco, Vonage, Accenture, DXC - revenue split of partner/direct was 50/50
- Invited to present at various global financial services events
- Won many prestigious awards i.e. [Singapore FinTech Festival](#) (SG), [UK Government's Tech Rocketship Awards](#) (UK), [FIS FinTech Accelerator](#) (US), [DXC Invitational](#) (US), [The Heart](#) (PL), [Zurich Innovation Championship](#) (BR/CH), [F10](#) (CH), [Plug & Play](#) (US/APAC)

### Account Executive - EMEA

#### CustomerGauge

2017 - 08/2017 Amsterdam | EMEA

www.customergauge.com - SaaS NPS Improvement Platform

- Achieved first deal of €60,000 ARR, in second month which was record timing for a new starter and 400% bigger than average deal size.
- Worked on collaboration initiatives and sales/marketing alignment.

### Senior Business Development Executive

#### inSided

07/2016 - 2017 Amsterdam | London

www.insided.com - SaaS Social Community Platform

- 100% of target on 1st month. 200%+ of target in last month.
- Exceeded targets and helped colleagues achieve theirs.
- Co-hosted Amsterdam Growth-Hacking Meetups in spare time.

## MOST PROUD OF



### Winning the Student ENT Award

"In recognition of my achievement and ability to encourage and inspire others"



### Apigee and Surfly growth

Helping one tech start-up to IPO/Google acquisition and 8x'ing MRR of another



### Entrepreneurial Hustle

First job at 13 and paid own way through university and came out with savings



### LinkedIn Social Selling Index =

**94/100. Over 15,000 connections.**

Top 1% of IT professionals



### Languages

Fluency in Portuguese and English.  
Intermediate Spanish and French.

## EDUCATION

### MSc Business & Mgmt (Mktg)

#### University of Plymouth

09/2008 - 09/2009 UK

- Dissertation: Relationship marketing - examining the importance of trust and liking in business relationships - Distinction

### BA Business Administration

#### University of Plymouth

09/2005 - 07/2008 UK

### A-Levels and GCSE's

#### International School of the Algarve

09/2000 - 07/2005 Portugal

### CRO School, Revenue Architecture & FLM

#### Pavilion University

2021

# EXPERIENCE

## Business Development Manager - NEUR

### Lithium

📅 2015 - 04/2016 📍 London | Nordics | SF

www.lithium.com - Social Media Management/CX Platform

- Consistent over-achiever – ending up 2d on global leader board for the FY with 140%.
- Top outbound hunter in the team and won multiple spiffs.
- Picked to mentor new hires and colleagues globally.
- Discovered and helped drive over \$4M of new business in FY.
- Strong focus on REAL pipeline/growth and intros with over 60 C-level execs.
- Bought a fresh "can-do" approach/attitude in a challenging market.
- Proactively spearheaded an initiative to target SaaS vertical.
- Worked closely with Marketing, assisted in events, social media & PR.

## Strategic Business Development - EMEA

### Apigee (now part of Google)

📅 10/2012 - 2015 📍 London | Palo Alto

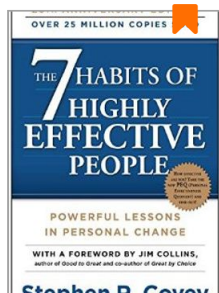
www.apigee.com - API Management Platform

- Nurtured an ability to evangelise & sell disruptive technology to business/technical prospects, from both sides of "The Chasm", and helped propel Apigee to an IPO and Google acquisition.
- Key team player in identifying, initiating and driving new business with leading brands including: Orange, Tele2, Vodafone, T-Mobile, Telenor, TeliaSonera, ING, BBC, ITV, Philips, SAGE, Thomson Reuters, Pearson.
- Helped bring in over \$14M of new business with 80+ C-level meetings.
- Achieved various "Execution Excellence Awards". A top performer in a global team of 20.
- Picked by management in Palo Alto, within a few months of starting, to lead and mentor the European Team.
- Hit 130%+ of targets consistently. Winner of quarterly spiffs inc. Presidents Club.

International, cross-industry work experience with positions held in retail, hospitality, real estate, events, marketing and recruitment.

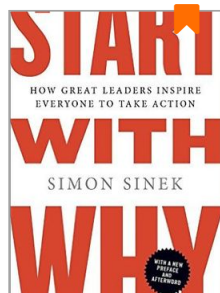
Happy to go into specifics

# BOOKS



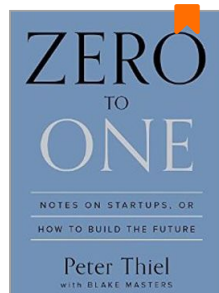
7 Habits

Stephen R. Covey



Start With Why

Simon Sinek



Zero to One

Peter Thiel

# QUOTES

"Your attitude, not your aptitude, will determine your altitude" - Zig Ziglar

"Genius is 1% inspiration and 99% perspiration" - Thomas Edison

"We are what we repeatedly do. Excellence, therefore, is not an act, but a habit" - Aristotle

# PASSIONS

Travelling • Technology • Photography Reading • Growth Hacking • Music • Art • Sports • Design • Psychology • Cooking • Culture • Philanthropy • Business

# REFERENCES



**Martin Green**  
VP Sales EMEA at ClickSoftware - Recognised Global leader for SaaS based Field Service Management Business Solutions  
April 12, 2017, Martin managed Tariq directly

Tariq is just natural sales. Full of personality with a highly curious and intelligent approach to his work, Tariq has a true sense of tenacity and idea creation with the customer's needs always at top of mind. I've worked with Tariq on two occasions and he's always delivered, indeed not just for me but proving himself to be top of region each time too.



**Niklas Fogander**  
Industry Lead eCommerce @ Google  
June 19, 2017, Tariq worked with Niklas in the same group

Tariq played a key part of the team and together, we were able to successfully expand presence in the Nordics. His energy is infectious and he has the ability to inspire anyone he interacts with. A natural sales driven guy showing attributes like curiosity, persistence, positive attitude, a strategic approach to prospecting and a relentless focus on understanding the customer. I would happily welcome the opportunity to work with Tariq again.



**Shane Walsh**  
Customer Success Manager at inSided  
January 24, 2017, Tariq worked with Shane in the same group

Tariq joined our team in a senior position and his energy, passion and charisma were evident from day one. He showed himself to be a great sales coach and mentor to more junior members of the team. Tariq was extremely knowledgeable about our sector and could easily connect with and inspire C level executives. He opened the door to a number of top accounts. I would love the opportunity to work with him again. He truly is a world class Sales Professional.



**David Andrzejek**  
API Ecosystems at Google  
July 20, 2015, David was senior to Tariq but didn't manage directly

At Apigee Tariq was a go-getter and very creative. No task was too small or too hard... could ask him to get to a key executive or tell him "I'm going to be in Paris these days for these two meetings" and he'd somehow fill the rest of my schedule. Would absolutely work with Tariq again.



**Martin Borowsky**  
API Platforms at Google  
December 21, 2014, Martin managed Tariq directly

I had the pleasure of managing Tariq during his time as an Account Development Rep at Apigee. Tariq had the difficult task of being part of the first team of inside sales people Apigee placed in the EMEA geography. He attacked this challenge with the tenacity and energy we came to expect from Tariq in all tasks. Due to his unmatched passion, creativity, and charisma, I came to rely on Tariq to help lead and mentor the Europe based team. I would jump at the opportunity to work with Tariq again, and would highly recommend him for any sales or marketing positions.



**James Stewart**  
Innovation @ SAP  
June 30, 2015, Tariq worked with James in the same group

Tariq was a star performer in the apigee account team. His energy, enthusiasm and drive was critical both to the opening of new opportunities but also the strategic development of opportunities and relationships within our target market. Tariq's understanding of market dynamics and customers business drivers and pain points was critical in opening many doors to senior stakeholders and driving pipeline and revenue. As well as his outstanding professional capabilities, he is also a genuine and engaging personality & I am proud to call him a friend. I would highly recommend Tariq for Sales and Marketing roles. He is a rising star and will go far.