

MADISON VANLEEUWEN

SALES LEADERSHIP | REVENUE GROWTH | TEAM DEVELOPMENT

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LEADERSHIP PROFILE

Technology sales leader with 10+ years of experience and direct sales management responsibility beginning in 2020. Hired and led seven Account Executives who delivered \$40M in net-new ARR in the final year at Herjavec Group/Cyderes. All exceeded quota, averaging 120% attainment. Builds teams, prospecting programs, and sales playbooks from the ground up. Brings enterprise deal experience, global Google alliance leadership, and hands-on expertise in cybersecurity and AI.

CORE EXPERTISE

Frontline Sales Management | Hiring and Talent Development | New Logo Acquisition | Pipeline Generation | Sales Playbooks | Forecasting | MEDDIC Qualification | Challenger Sales | Salesforce | Strategic Alliances

PROFESSIONAL EXPERIENCE

MADE XRO | 2024 - Present

Founder and CEO

- Bootstrapped an AI and commercial intelligence business to \$300K+ in booked revenue. Hired and directly managed sales engineers, developers, and account managers.
- Served as fractional CRO to a cybersecurity organization with 10+ sellers. Rebuilt account targeting, outbound programs, and sales workflows, generating \$10M+ in qualified enterprise pipeline in two months from a near-zero baseline.
- Built training programs and led weekly coaching to 100% adoption of deployed tools. Sellers reported recovering more than two days per week from preparation, follow-up, and lead generation.
- Built an intelligence engine that used public technical data to identify target accounts and buying triggers. Deployed AI workflows for prospecting, meeting preparation, and follow-up.

GOOGLE | 2023

Security Sales Acceleration Leader

- Recruited by Google Cloud to scale the security co-selling approach developed at Cyderes. Trained hundreds of sellers and sales engineers across North America, EMEA, and APAC.
- Supported enterprise pursuits and coached regional teams on qualification, specialist engagement, pipeline inspection, and MEDDIC.

CYDERES / HERJAVEC GROUP | 2019 - 2023

Global Director, Sales and Alliances | 2022 - 2023

- Led the company's highest-performing team, delivering \$40M in net-new ARR in the final year. This total excluded renewals.
- Personally hired, directly managed, and developed seven Account Executives. All exceeded quota, averaging 120% attainment against the highest quotas in the company.
- Team accounted for 50% of company-wide closed business and influenced over 70% of company-wide pipeline generation in one year.

CYDERES / HERJAVEC GROUP CONTINUED

- Built a sales motion with 100% self-sourced pipeline and generated \$30M in net-new pipeline in two months. Team win rate was approximately 75%.
- Ramped the team in less than one quarter. Personally closed \$2.5M in business in January while hiring and building the specialist organization.
- Built the sales operating model and playbook. Set weekly activity requirements, including two new qualified opportunities per AE, each valued above \$250K.
- Created training in prospecting, MEDDIC qualification, and Challenger Sales. Coached sellers to advance or disqualify opportunities within three to five qualification calls.
- Hired, coached, and promoted two BDRs who became top performers. Helped a seller new to cybersecurity close a \$150K deal in the third week.
- Owned the forecast and reviewed it directly with CEO Robert Herjavec. Led regular deal reviews and personally supported the largest pursuits, including multimillion-dollar KPMG and Amgen agreements.
- Owned the Google alliance and developed its global security co-selling strategy as a select partner. Trained Google Cloud sellers and sales engineers; the program contributed to approximately \$200M in Google bookings.

Enterprise Sales Director | 2019 - 2022

- Joined as the second U.S. employee to build enterprise sales. Attained 150% of a \$1M quota in year one and built \$15M+ in enterprise pipeline from a standing start.
- Assumed direct sales management in 2020 and later carried an individual quota above \$2M alongside team leadership. Sold security platforms, managed services, penetration testing, and retainers.

PROOFPOINT | 2017 - 2019

Senior Enterprise Account Executive / Commercial Enterprise Account Executive

- Managed a \$15M Western-region territory and delivered \$2M+ in net-new annual revenue. Earlier results included 150% quota attainment, Fortune 50 agreements above \$3M, and the largest logo acquisition of the year.

FORESCOUT TECHNOLOGIES | 2016 - 2017

Senior Manager, Sales Business Development

- Promoted into BDR leadership; coached and developed 20+ new BDRs and helped scale the organization from 15 to 50+ representatives. Ranked #1 globally at 140% of annual plan.

ADP | 2014 - 2016

District Manager

- Attained 130%+ of quota and grew partnership-sourced deal volume 250%+, earning JP Morgan Partner of the Year recognition.

EDUCATION AND TECHNICAL CAPABILITIES

Arizona State University, W. P. Carey School of Business | BA, Business Communications

Universitat Autònoma de Barcelona | International Business Program

Certification: Generative AI with Large Language Models

Technical: Four years of hands-on full-stack development and AI implementation; model APIs, system instructions, structured outputs, workflow automation, and public-data signal analysis.