

# JOSHUA J. PARSONS

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## EDUCATION

**University of Michigan** Bachelor of Arts in Economics (May 2018)  
Ross School of Business - Cappello Sales Track Certificate (May 2018)

**Previous Coursework** Harvard University, Michigan State University, LCC

## EXPERIENCE

**Morphisec** (February 2019-Present)

Product Marketing Manager (February 2022-Present)

- Work with internal teams (Product, Engineering, Sales) and external analysts to create resonant and accurate messaging
- Led the launch, strategy, and sales enablement for two new offerings (Scout Vulnerability Mgmt and Knight Linux Protector)
- Designed the slide deck for all of our product lines to drive new logo attainment
- Create videos, quizzes, and collateral for sales and partner enablement
- Collaborate with existing customers to generate metrics-focused customer case studies

Account Executive (June 2021-Present)

- Responsible for acquiring new midmarket & enterprise business in my territory
- Utilize cold outreach, channel relations, and inbound leads
- #1 US Sales rep for Q3 and Q4 '21 and received the top AE award for the Americas
- Use Hubspot, Salesloft, and Salesforce for prospecting and CRM

Inside Sales Representative (March 2021-June 2021)

- Generate new business from Midmarket customers in the northern US and Canada under 1000 seats
- Responsible for targeting & prospecting accounts in my territory, hosting demos, managing POCs with defined success criteria, generating quotes, negotiating redlines, and accurately forecasting my revenue from closed business each quarter

Senior Sales Development Representative (June 2020-November 2020)

- Designed and managed online booth presence for virtual conferences
- Use Airtable to organize my outbound campaigns
- Host initial discovery calls to qualify the opportunity
- Shadow AE for every step of the deal
- Coach and mentor SDR team members for sourcing outbound leads and increasing call conversion rate

Sales Development Representative (February 2019-June 2020)

- Managed booth presence at conferences across the US
- Researched and identified key personas and messaging for each
- Created initial customer-facing slide deck, data sheets, and email campaigns for the sales team
- Leader for meetings booked and attended during for Q2, Q3, Q4 '19 & Q1 '20
- Use Zoominfo, Hubspot, DiscoverOrg, SalesNav, Seamless.ai and Yesware to find & prospect leads
- Ensure CRM information is accurate and complete through cross-reference and calling

**Aiven** (November 2020-March 2021)

Inside Sales Representative

- Built Go to Market strategy for US outbound sales using a “land and expand” model
- Created a repeatable process for generating new outbound business, included in the official Sales Playbook
- Leader in up sells and cross sells during my tenure
- Closed over 200k in self-sourced new business in Q4 20' and achieved 126% of Q1 21' Goal
- Used Outreach.io, Salesforce, Crayon, Vidyad, Sales Navigator, and Trello

## Honors/Awards (selected)

Morphisec Top Americas Account Executive Award (2021) | Morphisec #1 SDR Award (2019) | Richard and Debra Learner Scholarship Award (2017) | Henry Pearce Endowed Scholarship Award (2016) | | Eric A. Glohr Scholarship Award (2014) | Excellence in Writing, Honors Composition II (2015)