

ADAM HANNEMAN

Senior Enterprise Account Executive | AI & SaaS

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PROFESSIONAL SUMMARY

Senior Enterprise Account Executive with 10+ years of full-cycle B2B SaaS sales experience selling AI-powered platforms to Fortune 1000 customers. #1 Enterprise Rep globally at Forter in 2024 and 144% of quota in 2025 selling AI-driven decisioning into complex, multi-stakeholder e-commerce, retail, and CX organizations. Track record of winning new logos through executive engagement with VP, SVP, and C-level buyers across Business and IT, applying MEDDPICC-style qualification and value-based selling to tie product capability to measurable ROI. Trusted advisor to enterprises navigating AI transformation.

CORE COMPETENCIES

Enterprise SaaS Sales • New Logo Acquisition • Conversational AI & GenAI Sales • Fortune 1000 / Strategic Accounts • MEDDPICC • Command of the Message • Multi-Threaded C-Level Selling • Complex Deal Negotiation • Land-and-Expand • Executive Presentations & Workshops • Account & Territory Planning • ROI / TCO Business Cases • Sales Engineering Partnership • Pipeline Generation & Forecasting • Procurement, Legal & Security Navigation • Salesforce • Outreach • LinkedIn Sales Navigator • ZoomInfo • Gong

PROFESSIONAL EXPERIENCE

Forter — Enterprise AI fraud prevention & payments optimization Feb 2023 – Present

Senior Enterprise Account Executive (Apr 2026 – Present) | Enterprise Account Executive (Feb 2023 – Apr 2026)
Minneapolis, MN

- **Closed 144%** of annual quota in 2025 selling AI-driven decisioning into Fortune 1000 retail, marketplace, and digital commerce buyers; recognized as Q3 IMPACT Award Winner for outsized deal and customer impact.
- **Ranked #1 Enterprise Rep** globally and #7 worldwide by ACV company-wide in 2024 (139% of quota), competing against incumbents including Accertify in head-to-head, multi-stakeholder evaluations.
- **Own strategic, multi-threaded sales cycles into accounts such as Best Buy and Signet**, across e-commerce, payments, fraud, and policy teams — coordinating CIO/CISO, VP Digital, VP Fraud, and Finance stakeholders through 6–12 month enterprise procurement, legal, and security review cycles.
- **Build executive-grade ROI and TCO business cases**, translating AI/ML capabilities into quantified business outcomes (e.g., abuse profit impact, chargeback reduction, false-decline recovery, agent and policy efficiency) and presenting to C-suite buyers including CEO, CDO, and SVP Digital audiences.
- **Apply value-based, Command-of-the-Message-style selling to differentiate** Forter as a strategic AI transformation partner versus point solutions and legacy rules-based incumbents.
- **Author and deliver** RFPs, executive briefings, competitive teardowns, demo agendas, and account plans for top-tier strategic accounts; selected to build internal enablement assets used across the global Enterprise sales org.
- **Partner closely with Sales Engineering and Product**, driving discovery, demo strategy, and POC scoping for technical evaluations involving real-time decisioning, APIs, and integration with enterprise commerce stacks.

ATTENTIVE — Conversational messaging & customer engagement platform Apr 2022 – Jan 2023

Enterprise Account Executive, New Products Minneapolis, MN

- **Sold** AI-powered conversational SMS and emerging products to enterprise retail and DTC brands, opening net-new buying centers within existing and prospect accounts.

- **Multi-threaded** between Marketing, CX, and Engineering buyers to scope two-way conversational programs and AI-assisted customer interactions — directly adjacent to today's conversational AI and contact center motion.

ITERABLE — Cross-channel customer engagement platform Dec 2019 – Apr 2022

Enterprise Account Executive Minneapolis, MN

- **Owned full-cycle enterprise sales** for an enterprise customer engagement platform spanning email, SMS, push, and in-app — selling into marketing, CX, and product leaders at Fortune 1000 brands.
- **Partnered with marketing**, operations, and engineering teams to displace legacy ESPs and consolidate vendors, navigating IT, data, and security stakeholders end-to-end.
- **Led executive demos and workshops in support** of complex, multi-channel customer journeys, building business cases tied to engagement lift, retention, and revenue per customer.

EMARSYS — Omnichannel customer engagement platform Jan 2019 – Dec 2019

Senior Account Executive Minneapolis, MN

- **Sold** AI-powered omnichannel marketing automation to mid-market and enterprise retail accounts, positioning predictive personalization and automated customer engagement.

DRIP — Marketing automation SaaS Jul 2015 – Jan 2019

Senior Account Executive (Jun 2018 – Jan 2019) | Account Executive (Jul 2015 – Jun 2018) Minneapolis, MN

- **First dedicated sales hire** at Drip; closed \$2M+ in ARR as a single-rep sales motion before being promoted to Senior AE.
- **Established Drip's presence in the** e-commerce and DTC market from zero, building the early outbound playbook and account targeting motion that scaled the company through rapid growth.

Earlier Experience 2012 – 2015

Brandpoint — Account Executive, Content Marketing (2014–2015). **Unityi** — Founder of an independent web design and digital marketing agency (2012–2014). **Boom Lab** — Consultant, business intelligence software implementations (2012–2013).

EDUCATION

University of St. Thomas — B.A., Double Major: Finance & Entrepreneurship 2006 – 2010

Richmond, The American International University in London — Study Abroad: Finance & Entrepreneurship 2008

HONORS & AWARDS

- Q3 IMPACT Award Winner — Forter (2025)
- #1 Enterprise Rep globally; #7 by ACV company-wide — Forter (2024)
- Top Salesperson of the Quarter — Q1 FY2015
- Top Salesperson of the Month — January, March, and April FY2015