

Nicholas Coulson

Address: 313 W Wolf Point Plaza, Chicago, IL
Phone number: 847-308-3356
Email address: nwcoulson@gmail.com

PROFILE

Decorated with multiple President’s Club honors, Landmark Deal awards, and Key Employee designations for my ability to translate complex technological solutions into measurable financial gains.

A results-driven Sales and Business Development professional with a proven track record of driving up-market revenue growth, leading high-performing teams, and being instrumental in achieving exit outcomes.

Known for excelling in highly technical enterprise sales, I thrive in fast-paced, hyper-growth environments, consistently delivering transformational results.

Approachable, friendly, and competitive, with Midwestern roots, I foster strong team collaboration, provide mentorship, and know how to engage, enable, and energize teams to achieve more than they thought possible.

WORK EXPERIENCE

04/2024 – 01/2025 Remote, USA	Senior Director of Business Development Integral Privacy Technologies - (AI SaaS to Automate HIPAA Certification) <ul style="list-style-type: none">Secured the company’s first multi-year, net-new logo enterprise opportunity—a \$400,000+ two-year agreement—contributing over 20% of the annual recurring revenue supporting the close of an \$8M Series A in Dec. of 2024Created and shared the playbook for a repeatable up-market GTM motion resulting in several similar transactions by my peers.Partnered with product- and partnership-oriented C-suite leaders to transition to a sales-assisted go-to-market approach.Self-sourced >2.5M, mid- and late-funnel opportunities with leading organizations, including a top 3 medical supply company, top 3 consumer genomics company, top 3 publisher, top 3 life science data company, and a top 10 consumer financial data company.Leveraged early-stage SaaS expertise and network to find and onboard GTM tech (Clay, SmartLead, R2B2, and others) and aligned Marketing, GTM, and Product teams around intent signals, driving 3-4X in pipeline coverage and automating much of the outbound sales process using AI resulting in high brand awareness.
03/2023 – 04/2024 Remote, USA	Emerging Ecosystem Partnerships Datavant - (SaaS to de-identify and link highly regulated data) <ul style="list-style-type: none">Drove the strategic expansion of Datavant into emerging categories such as expert determination services, artificial intelligence, consumer data, and hedge funds, resulting in the establishment of twenty foundational opportunities and partnerships.Developed and implemented innovative contract strategies and deal structures in the consumer data sector, expediting the formation of revenue-sharing agreements.Provided guidance and mentorship to Business Development Representatives (BDRs) and junior partnership executives, cultivating a culture of continuous learning and professional growth.
2020 – 2022 New York, NY	Product Evangelist Usabilla (Acquired by SurveyMonkey) - SaaS for Web Feedback/Surveys <ul style="list-style-type: none">Founded and led solutions engineering for digital products at SurveyMonkey,

WORK EXPERIENCE

supporting a go-to-market team of 70+, consistently achieving 75–95% quarterly attainment on a \$24MM annual recurring revenue quota. (60% of my time)

- Transitioned Usabilla's US team and operations to SurveyMonkey's leadership including all, sales tactics, strategy, and competitive IP. (20% of my time)
- Recognized as a key employee during the Zendesk merger, serving as lead experience management consultant for Fortune 50 clients and facilitating communication between senior SurveyMonkey leadership and customer decision-makers.
- Provided support to teams as they developed the product roadmaps, analytics architecture, product marketing messaging, competitive positioning, and sales enablement content (20% of my time)
- Championed continuous improvement in the go-to-market motion, software demo process, and trial strategy by fearlessly experimenting with sales tactics on live customer calls
- Productized our professional services into a SKU, winning upmarket opportunities against survey behemoths Qualtrics and Medallia, generating millions in net-new ARR and preventing churn
- Created and scaled the free trial process, achieving an 80% close rate with an average order value of \$35k+ in annual recurring revenue.

2017 – 2020
New York, NY

GM, Head of Sales and Business Development Usabilla (Acquired by SurveyMonkey)

- Provided inspirational leadership and drove all sales and business development operations, including 7 AEs as direct reports, and a BDR Lead as a second line manager.
- Responsible for recruitment, training, forecasting, reporting, performance management, growth strategy, negotiations, and accounts receivable management, while promoting the company's European core culture and vision.
- Supported team from 6 to 25, resulting in 110% compound annual growth rate from approximately \$300k in annual recurring revenue in CY2015 to over \$6M in CY2019, without external investment.
- First hire in the Americas and number one in all-time sales with clients such as IBM, Microsoft, Home Depot, Best Buy, Puma, UGG, Choice Hotels, Ticketmaster, Calendly, and Mailchimp.
- Maintained a net revenue retention rate of over 95%

2015 – 2017
New York, NY

Business Development Manager Usabilla (Acquired by SurveyMonkey)

- Founding full-stack go-to-market hire in the Americas, creating the sales playbook and winning key accounts such as The Home Depot, P&G, Starbucks, Teavana, Thriftbooks, Forrester, Telecharge, and Herman Miller, cementing the presence in a greenfield market.
- Top BD Rep in USA Sales and fourth globally, doubling the region's annual recurring revenue to more than \$650K in one year.
- Won the largest software deal of all time, a \$450K annual recurring revenue deal with IBM.

2014 – 2015
New York

Investment Banking Analyst Stifel Financial Corp - Investment Banking

- Sole Analyst on a team of three, executing one of the first SPAC reverse-mergers, Quinpario Acquisition Corporation's \$538.6M acquisition of Jason Inc., valued at \$538.6M, generating \$3.5M in M&A advisory fees.
- Modeled debt and equity transactions while creating marketing materials as part of roughly a dozen pitches and live mandates.
- Supported Senior Analyst in creating the pitch deck for a confidentially marketed follow-on offering by FuelCell Energy, amounting to \$31.5M

2011 – 2014
New York

Investment Banking Associate Soleil Capitale Group, Wellington Shields

WORK EXPERIENCE

- Spearheaded capital markets and M&A origination, driving business development for lower mid-market corporations.
- Obtained FINRA Series 7, 63, 24, and 79 licenses within an exceptional 120-day timeframe.
- Led roadshows and provided strategic guidance to middle-market clients for various financial transactions.
- Served as the key point of contact for institutional investors, generating significant fees and conducting international due diligence.

EDUCATION

2007 – 2010
New York, United States

Double Major - Finance, Marketing | Bachelor of Science
New York University

Glenview, IL, United States

Glenbrook South High School

SKILLS

– SALES AND REVENUE GROWTH

Sales Leadership
Professional

Go-To-Market Strategies
Professional

Sales Engineering
Professional

Up-market Expansion
Professional

– STRATEGIC PLANNING AND BUSINESS DEVELOPMENT

Strategic Planning
Professional

Mergers & Acquisitions
Professional

Market Analysis
Professional

Solution Architecture
Professional

– ANALYTICAL EXPERTISE

Financial Analysis
Professional

Performance Metrics
Professional

CRM and Funnel Analysis
Professional

Conversion Rate Analysis
Professional

STRENGTHS

Collaborative mindset # Strategic thinking # Relationship building # Strong communication
Analytical skills # Adaptability # Innovative thinking # Risk tolerance # Self-motivation
Leadership # Navigating ambiguity # Problem solving # Persistence # Resilience
Growth mindset # Ownership mindset # Visionary # Transparency # Direct communication

HOBBIES



Exploring National Parks:
6 of 63 so far



Prompt Engineering with
GPT-4o



Arsenal



Margaux (French
Bulldog)



Golfing with my pops
(finally beating him)



Startup ideas



Tuning my Car



World Cup 2026 Trip
Planning

ACHIEVEMENTS

Largest Deal Ever at Integral \$406,000 (2024)
Founded, Funded and Closed DEX Insight
Presidents Club 2022 at SurveyMonkey
Flagged as Key Employee Through Failed ZenDesk Acquisition
Presidents Club 2021 at SurveyMonkey
Flagged as Key Employee Through Successful SurveyMonkey Acquisition of Usabilla
Landmark Deal Award 2020 - Net New Microsoft Sale for \$380k ARR
\$80M Exit of Usabilla to SurveyMonkey in 2019 (Bootstrapped)
FINRA Series 7 - General Securities Rep
FINRA Series 63 - New York State Law
FINRA Series 79 - Investment Banking Rep
FINRA Series 24 - General Principal Rep
NYU Men's Soccer – United Athletic Association Conference Champions 2010
NYU Men's Soccer – Captain 2010
NYU Men's Soccer – 4-Year Varsity Athlete
L'Oréal Brandstorm National Champions, NYU 2009