

JOHNATHAN PESTANO

B2B SaaS Sales Leader | Regional Sales Manager | Enterprise Account Executive

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PROFESSIONAL SUMMARY

Elite B2B SaaS sales leader with **20+ years** driving revenue growth and leading high-performing teams across APAC, ANZ, US, and EMEA. Consistent **top performer exceeding quotas by up-to 250%** and **President's Club member** with proven success managing **P&Ls exceeding \$60M**. Deep expertise in **MEDDPICC methodology**, AI-driven GTM strategies, and PLG sales-assist motions. **Harvard Business School Executive Education** graduate with demonstrated success closing enterprise deals, building regional territories, and scaling teams up to 25 people.

Core Competencies: Enterprise B2B SaaS Sales • MEDDPICC & SPIN Selling • Consultative Selling • Regional Sales Management • Territory Planning & Expansion • Pipeline Management & Forecasting • Account-Based Selling • PLG Sales-Assist • Multi-Stakeholder Deal Orchestration • Contract Negotiation & Closing • Salesforce • HubSpot • AI-Enhanced GTM Strategy

PROFESSIONAL EXPERIENCE

REGIONAL SALES MANAGER - APAC | Breww | Jun 2025 - Present (5 months)

Modern Brewery Management SaaS | Sydney, Australia (Remote)

- **Signed 60+ breweries across ANZ**, driving regional expansion for cloud-based brewery management platform serving 700+ global customers
- **Exceeded sales quota by 150%** within first 5 months through strategic account targeting and consultative selling methodology
- **Achieved 46% email reply rate**—3x industry average—through personalised multi-channel outreach campaigns targeting craft breweries and production facilities
- **Built comprehensive sales playbooks and enablement materials** for regional team, standardising best practices and accelerating new hire onboarding by 40%

GTM ENGINEER (FOUNDER) | Prompt Engineering Consulting | Oct 2023 - Jun 2025 (1 year 9 months)

Sydney, Australia

- **Increased client sales by average 50%** by architecting and executing AI-powered GTM strategies for SaaS and consulting founders
- Designed full-cycle GTM frameworks including ICP identification, customer journey mapping, ABM targeting, and outbound campaign orchestration
- Delivered strategic consulting across direct sales and channel partner motions, optimising conversion rates and sales velocity for 15+ clients

CLIENT ENGAGEMENT PRINCIPAL | Dius | Feb 2023 - Aug 2023 (7 months)

Technology Consulting | Sydney, Australia

- Sold enterprise technology consulting services while managing cross-functional project delivery teams for Fortune 500 clients
- **Improved win rates by 15%** and accelerated sales cycles by 20% by training sales teams on AI-powered B2B selling techniques
- Pioneered AI-enhanced sales methodology using NotionAI and ChatGPT for market research and outbound playbook development

HEAD OF SALES & PARTNERSHIPS - PACTFLOW | SmartBear Software | Jul 2022 - Jan 2023 (7 months)

API Testing & Developer Tools SaaS | Sydney, Australia

Note: PactFlow acquired by SmartBear during tenure; transitioned post-integration

- **Achieved 120% of quota** (MYD) and **earned President's Club** leading MEDDPICC-based PLG sales-assist strategy across APAC, US, and EMEA
- **Increased trial-to-conversion rates by 21%** by redesigning customer onboarding workflows and engagement sequences
- Closed enterprise deals averaging **USD \$400k**, selling sophisticated technical products to Fortune 1000 engineering teams
- Orchestrated complex POCs and executed land-and-expand strategies with 6-9 month sales cycles

REGIONAL SALES MANAGER - APAC | Drawboard | May 2020 - Dec 2021 (1 year 8 months)

SaaS for Architecture, Engineering & Construction | Sydney, Australia

- **Grew regional sales by 25% YoY** selling B2B SaaS solutions to architecture, engineering, and construction firms across ANZ and APAC
- Developed and implemented outbound lead generation strategy adopted company-wide, scaling pipeline by 150%
- Executed full-cycle sales including discovery, demos, POCs, and contract negotiations with enterprise accounts (AUD \$50k-\$250k ACV)

HEAD OF BUSINESS DEVELOPMENT | Patricia Holdings | Jun 2018 - Apr 2020 (1 year 11 months)

Sydney, Australia

- **Launched and scaled B2B referral marketplace from \$0 to \$2M+ ARR** in under 18 months
- **Negotiated 20+ strategic partnerships averaging AUD \$250k each** with high-growth SaaS companies including Square, Shopify, Pipedrive, DocuSign, Receipt Bank, Deputy, and Tyro
- Executed full-cycle sales to 100+ professional services firms, building partnership frameworks and co-selling motions

BD DIRECTOR & MARKETING DIRECTOR | Logon Architecture | Sep 2009 - Apr 2018 (8 years 8 months)

Shanghai, China

- **Generated \$15M+ cumulative revenue** over 6 years, consistently exceeding targets with strategic enterprise clients
- Built and led 6-person sales and marketing team, developing comprehensive GTM strategy for B2B design services
- **Launched new Interior Design division generating \$2M+ annual revenue** through strategic client development

SALES DIRECTOR & PUBLISHER | Shanghai Business Review | Mar 2007 - Jun 2009 (2 years 4 months)

Shanghai, China

- **Scaled company revenues 5x to \$3M annually**, successfully executing business exit via acquisition
- Built food-tech business from scratch, signing 60+ catering partners with full P&L accountability

DEPUTY DIRECTOR OF ACCOUNTS | Sinomedia | May 2004 - Jul 2006 (2 years 3 months)

Shanghai, China

- **Promoted to Sales Director within 6 months after attaining 250% of sales quota** in first year
- Co-led sales and marketing department with P&L responsibility, managing team of ~20

EDUCATION & CREDENTIALS

Managing Sales Teams and Distribution Channels (Virtual) | Harvard Business School Executive Education | 2021

Bachelor of Business Administration & Management | Western Sydney University | 1999-2002

Diploma in Chinese / HSK Certificate | Shanghai Jiao Tong University & Shanghai Foreign University | 2002-2004

TECHNICAL PROFICIENCIES

Sales Platforms: Salesforce • HubSpot • Zoho CRM • Outreach • LinkedIn Sales Navigator • [Apollo.io](#)

AI & Automation: ChatGPT • Claude (Anthropic) • Perplexity Pro • NotionAI • [Poe.com](#)

Marketing & Operations: Mailchimp • Intercom • Zendesk • Canva • Zapier • Make

Productivity: MS 365 • Google Suite • MS Teams • Notion

LANGUAGES

English: Native | **Mandarin Chinese:** Fluent (HSK Certificate)

KEY ACHIEVEMENTS & AWARDS

- ✓ **President's Club:** SmartBear Software (2022) - Top 10% global sales performer
- ✓ **Top Performer:** Consistently exceeded sales quotas by 110-250% across multiple SaaS organisations
- ✓ **Revenue Leadership:** Managed P&Ls exceeding \$60M with direct revenue accountability
- ✓ **Team Building:** Built and led high-performing sales teams up to 25 people across APAC and ANZ
- ✓ **Territory Growth:** Drove 25-50% YoY revenue growth in regional SaaS territories
- ✓ **Process Innovation:** Achieved 46% email reply rate—3x industry average
- ✓ **Partnership Development:** Launched marketplace generating \$2M+ ARR through 20+ strategic partnerships
- ✓ **Business Exit:** Scaled business 5x to \$3M ARR, successfully exiting via acquisition
- ✓ **Executive Education:** Harvard Business School Executive Education graduate in Sales Management