

# Kora Hodge

Cincinnati, OH | [hello@korahodge.com](mailto:hello@korahodge.com) | 513.709.1237 | [korahodge.com](http://korahodge.com) | [linkedin.com/in/korahodge](https://www.linkedin.com/in/korahodge)

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## Strategic Enterprise Account Executive

Enterprise Sales | Playbook Development | Fortune 500 Strategic Deals

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Strategic enterprise seller with \$5M+ closed revenue at early-stage startups, where >80% of TAM was in SMB (<300 FTEs). Expert in building repeatable sales playbooks and leading cross-functional teams to win complex “land” deals with Fortune 500 buying committees across geographies and functions. Skilled at translating product functionality into clear, outcome-driven value for the C-Suite.

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### Experience

**Enterprise Account Executive, Financial Services, SOCi, Remote** June 2024 - August 2025

- Advised CMOs, CIOs, CISOs, CEOs, and Heads of Procurement on strategic priorities and resource allocation to build executive consensus and accelerate enterprise decision-making.
- Built and automated account plans tied to sales methodology and customer value by analyzing client industry, competitive landscape, and strategic objectives, which guided differentiated C-suite engagement.
- Partnered with Marketing, Solutions Engineering, and Value Consulting leaders to improve processes, develop collateral/case studies, and elevate the Voice of Customer in executive sales cycles.
- Developed repeatable sales playbooks by conducting deep discovery into customer needs and ROI priorities, which accelerated deal velocity and improved conversion rates.

#### Achievements:

- Earned promotion to Global Financial Services accounts in under 12 months by leading sales task automation and demonstrating consistent top performance.
- Generated \$4.4M active pipeline by deploying a data-driven executive gifting campaign, which advanced \$1.3M late-stage opportunities toward 2025 close with Fortune 500 financial institutions.
- Self-sourced 82% of opportunities, maintaining \$314K ARR in 2–3 year term deals, which strengthened pipeline sustainability and built a repeatable enterprise prospecting model.
- Closed \$340K TCV and grew net-new ARR by 25% by implementing a retention and expansion playbook for at-risk customers, leading cross-functional efforts with Customer Success and TAM to secure multi-year enterprise deals and stabilize growth.

**Strategic Sales Manager, Americas, Babbel, Remote** February 2024 - June 2024

- Built the enterprise sales motion for Babbel for Business, focusing on Fortune 100 manufacturers and retailers by linking language learning to occupational safety and productivity outcomes.
- Advised CHROs, CLOs, and CIOs on aligning programs with immediate productivity goals and long-term workforce development strategies.

#### Achievements:

- Generated \$694K qualified ARR in first month through targeted prospecting campaigns informed by market research and executive networking.
- Advanced Babbel's first \$400K+ enterprise opportunity to evaluation stage, creating a repeatable framework for enterprise pursuits.
- Increased average deal size by 16x, outperforming global benchmarks and setting a new enterprise sales standard.

**Sr. Enterprise Account Executive, Reprise, Remote** August 2021 - February 2024

- Consulted CROs, CFOs, COEs, VPs of Solutions Engineering, and Procurement Heads to establish executive champions and mobilizers for unbudgeted software purchases.
- Pioneered a shift from product marketing to solutions engineering by identifying buyer pain in live demos versus website tours, reshaping GTM strategy.
- Led complex, multi-product enterprise deals across departments, geographies, and business units at Fortune 100 companies.
- Converted pilot PLG customers into multi-year enterprise contracts, strengthening hybrid PLG + Enterprise motion.
- Mentored junior sellers and BDRs, leading to multiple promotions and stronger team performance.

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### Achievements:

- Promoted from Enterprise AE to Sr. Enterprise AE within one year; awarded the Innovation GTM Excellence Award for creating an internal demo library, improving Stage 1-to-Evaluation conversion by 20%.
- Only rep to exceed quota, achieving 118% FY24 attainment with \$1.37M NRR.
- Closed \$2.7M NRR by securing the company's largest 6- and 7-figure enterprise deals.
- Secured 20+ enterprise clients, including Fortune 500 logos (Dell, UKG, Sapiens, Tanium).
- Self-sourced 78% of closed-won opportunities (60% of pipeline), with 63% initiated at VP level at 5,000+ FTE companies.
- Won competitive RFPs, consistently outpacing team average procurement cycle times.
- Led team in win rate (57%), 30% above average.

### **Account Executive**, *Chorus.ai, acquired by ZoomInfo*, San Francisco, CA January 2020 - June 2021

- Managed full-cycle enterprise sales for conversational intelligence SaaS in a competitive market, engaging CROs, CFOs, and CIOs by tying differentiators to executive outcomes and displacing feature-driven competitors.
- Partnered cross-functionally to design and launch an early-career mentorship program, resulting in the hiring and promotion of first-time BDRs.

### Achievements:

- Achieved 103% FY quota, closing \$929K in new and upsell revenue, including the largest 6-figure deal in segment.
- Ranked #1 rep in segment and #3 company-wide, outperforming peers across revenue attainment.
- Drove 42% discovery-to-evaluation conversion and 61% evaluation-to-Closed-Won conversion, significantly above peer benchmarks.

### **Strategic Partnerships**, *Cameo*, Chicago/Los Angeles April 2019 - October 2019

- Liaised between talent, management, and Cameo to enhance brand awareness and boost fan engagement.
- Supported and managed domestic music festival sponsorships (Warped Tour, Lollapalooza, Riot Fest) by leading promotional planning, coordinating travel and personnel, and monitoring budgets.

### Achievements:

- Spearheaded direct client expansion in Los Angeles, building new relationships and driving market growth.
- Strengthened Cameo's brand presence at major festivals by executing high-visibility sponsorship activations.

### **Account Executive**, *G2*, Chicago February 2017 - April 2019

- Founding member of the EMEA sales team, driving market entry and expansion into Europe.
- Managed full-cycle sales with CMOs, CROs, and CEOs at high-growth SaaS firms, aligning solutions to strategic growth priorities.

### Achievements:

- Promoted from Mid-Market BDR to Enterprise BDR to AE within one year.
- Achieved 115% FY quota, generating \$300K+ NRR, all independently sourced.
- Increased team SQLs by 4x, generating 150+ meetings in Q4 2018 through a high-impact outbound sequence adopted company-wide.

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### Software Proficiencies

Salesforce/Hubspot	Sales Navigator	ChatGPT/Ai	Outreach/Salesloft
Clay	Excel	Clari	Zoominfo
Reprise/Navattic	Figma	Webflow/HTML	Gong/Chorus

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### Certifications

Challenger	JBarrows	Top One Percenter Academy	Craig Wortman
Chorus	#GirlsClub	Pavillion Enterprise Sales School	Winning By Design

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### Education

**Purdue University**, *Bachelor of Science in Consumer Behavior*, West Lafayette

December 2015