STEVEN CESCA

Senior Sales Leader | SaaS · AI Automation · Web3 · Tech

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📇 PROFILE

Results-driven senior sales professional with 11+ years closing enterprise B2B deals, exceeding quotas by 140%+, and driving ARR growth through Fortune 500 partnerships in tech, SaaS, financial services, and digital transformation. Excel at automating repetitive tasks for efficiency using no-code AI agents and workflows, streamlining CRM management, inbound/outbound follow-ups, and marketing to accelerate pipelines by 30%+. Excel at full-cycle sales, C-suite engagement, pipeline management, and translating complex solutions into high-ROI outcomes across North America, Europe, and Middle East

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💼 PROFESSIONAL EXPERIENCE

03/2022 — 01/2026
Dubai, UAE

GD10 Capital
Business Development Manager
Led business development and strategic partnerships for a technology investment firm, sourcing high-potential opportunities and driving revenue growth through ecosystem relationships. Enabled automation and AI tools to streamline CRM processes, inbound/outbound follow-ups, and marketing activities, reducing manual tasks by 40% and boosting lead qualification speed.

- Built and managed 15+ strategic partnerships with technology providers, VCs, and ecosystem leaders, generating qualified pipelines that delivered 3.2x average return on sourced business opportunities.
- Implemented n8n workflows integrated with LLMs for automated deal sourcing and personalized outreach, generating 30% more qualified opportunities.
- Conducted due diligence and market analysis on 200+ ventures, producing actionable insights that informed investment theses and partnership strategies in fast-paced tech environments.
- Hosted executive roundtables and industry discussions with founders and decision-makers, enhancing brand visibility and securing exclusive collaboration opportunities.
- Collaborated with client teams on go-to-market planning, launch strategies, and relationship management to accelerate project success and long-term growth.
- Represented the firm at global conferences, cultivating C-level relationships and positioning as a trusted advisor in emerging technology sectors.

04/2019 — 12/2021
Markham, Canada

VirtaMove
Enterprise Software Sales & Account Executive
Owned full-cycle enterprise sales for application migration and modernization software, targeting Fortune 500 clients across North America and global territories.

- Exceeded Q1 2021 quota by 142%, closing six new enterprise customers including a $500K landmark deal ($300K recurring + $200K services) while managing a $9.5M pipeline across 25+ opportunities.
- Revitalized dormant strategic accounts via consultative selling and cross-sell strategies, expanding install base by 37% and generating $1.2M in incremental ARR.
- Delivered C-suite solution presentations on complex migration architectures, accelerating 8-month sales cycles by emphasizing ROI and business outcomes.

- Mentored inside sales team on territory lead generation, boosting sales-qualified opportunities and pipeline velocity.
- Partnered with technical stakeholders on cloud migration projects, ensuring adoption, satisfaction, and retention for enterprise clients.

09/2018 – 04/2019
Markham, Canada

Book4Time
Account Manager
Drove new business for a premium SaaS spa and wellness management platform, targeting luxury hotel brands (e.g., Hilton, Four Seasons) with spa operations across North America and supporting custom integrations to fit complex, multi-property environments.

- Managed end-to-end sales processes for enterprise SaaS deals, consistently achieving 115%–140% of quarterly revenue targets through targeted prospecting, networking, and consultative discovery.
- Cultivated new business through relationship-building and close collaboration with marketing, generating $40K in new monthly recurring revenue within eight months.
- Delivered customized demos and solution presentations to C-level executives at luxury resorts, five-star hotels, and multi-location spa enterprises, positioning Book4Time as the preferred platform.
- Partnered with customer success to support onboarding and renewal/expansion motions for multi-location hospitality clients, strengthening retention and upsell potential for the vertical SaaS platform.

06/2015 – 09/2018
Markham, Canada

Densify
Team Leader & Account Development Representative
Led sales development team delivering cloud optimization solutions to Fortune 2000 enterprises.

- Promoted to Team Lead in 9 months; coached team of 7 SDRs with data-driven prospecting, expanding sales pipeline by $8M.
- Outperformed targets at 191% (Q3) and 185% (Q4), closing deals with Fortune 50 pharma and major financial institutions.
- Designed training on prospecting and objection handling, doubling SDR conversion rates (+120%) from outreach to qualified opportunities.
- Built C-level relationships, positioning solutions for cloud cost optimization and infrastructure automation.

🎓 EDUCATION

05/2010
Toronto, Canada

Bachelor of Administrative Studies - Honours in Finance
York University

🧠 CORE COMPETENCIES

- Enterprise SaaS & B2B Sales
- Strategic Partnerships & Business Development
- Go-to-Market Strategy

- C-Suite Stakeholder Engagement
- Team Leadership & Mentoring
- Complex Solution Selling

- Full-Cycle Deal Closure & Quota Attainment
- Pipeline Management & Forecasting
- AI-Driven Sales Automation & No-Code Workflows

🧠 TECHNICAL SKILLS

- Salesforce & HubSpot CRM
- Analytics & Reporting
- Presentation Tools (PowerPoint, Google Slides)
- LLM Agents / AI Agents
- Linkedin Sales Navigator
- Google Workspace & Microsoft Office
- n8n (No-Code Automation)

🏅 AWARDS

07/2015   **Quarterly Achievers**
Canadian Imperial Bank of Commerce (CIBC)
Selected as Quarterly Achiever (top performer) among ~80 employees in my department for achieving the highest sales targets and KPIs that quarter.

01/2018   **MVP Award**
Densify
Company-wide MVP award presented to 4 employees out of ~300 for exceptional performance, including exceeding revenue targets, driving key customer wins, and contributing to cross-functional initiatives.