

# Ali Shepherd

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## SENIOR VICE PRESIDENT OF SALES

### Strategic Sales Leader | Architect of Talent-Driven Growth | Revenue Accelerator

Visionary sales executive with a proven formula for turning underperforming teams into trusted revenue engines. From launching enablement playbooks that spark seller confidence to redesigning territories for scale and efficiency, brings an art-meets-science approach to leadership. Equally passionate about people and performance, known for hiring and growing top talent, cultivating cultures of accountability, and coaching teams beyond quota to sustainable excellence. With deep expertise in Salesforce solutions across Financial Services, Health & Life Sciences (HLS), and mission-driven markets, inspires action through customer-first strategy, measurable execution, and a relentless focus on outcomes. Averaged over 100% quota and pipeline attainment across 10 years of leadership. The kind of leader who doesn't just build pipeline, but builds belief.

BUSINESS DEVELOPMENT | SALES STRATEGY & PLANNING | TEAM MANAGEMENT & LEADERSHIP | MARKET ANALYSIS  
ACCOUNT MANAGEMENT | ENTERPRISE SALES LEADERSHIP | TALENT ACQUISITION & DEVELOPMENT | CUSTOMER  
SUCCESS ALIGNMENT | PIPELINE MANAGEMENT & FORECASTING | HIGH-PERFORMANCE CULTURE BUILDING

## PROFESSIONAL EXPERIENCE

### Salesforce

Feb 2022 - Mar 2025

#### Area Vice President

Oversaw national remote sales teams focused on Salesforce Marketing Cloud solutions for the Nonprofit and Health & Life Sciences (HLS) sectors in Enterprise, MidMarket, and SMB. Steered strategic growth across two mission-driven industries by aligning digital engagement solutions with sector-specific outcomes. Took over a team lacking senior leadership, structure, and product enablement, and built a high-performance, collaborative culture from the ground up.

- **Performance Acceleration:** Raised expectations around ACV and pipeline generation, reinforcing a metrics-driven culture and improving forecasting accuracy. Managed over \$100MM of existing business; generated \$35M in ACV during 18 months in NGO.
- **Pipeline Rigor:** Set and surpassed pipeline and ACV benchmarks-100% of team met \$150K pipeline/\$50K ACV per quarter; raised expectations to \$350K pipeline/\$125K ACV with 90%
- **Forecast Accuracy:** Improved forecast precision quarter-over-quarter, achieving 97% accuracy in Q2, 98% in Q3, and 95% in Q4 of 2024.
- **Sales Velocity:** Increased average close rates from 16.4% to 20.2% through targeted coaching and process discipline.
- **Strategic Impact:** Played a key role in closing multiple strategic enterprise deals exceeding \$1M, helping advance platform adoption and deepen executive-level relationships.
- **Cultural Transformation:** Unified siloed remote teams by launching a Slack-based knowledge-sharing forum and monthly All Hands Calls highlighting key wins, peer-led best practices, and targeted training.
- **Product Enablement:** Developed and delivered monthly enablement sessions centered on high-growth Marketing Cloud capabilities, boosting product fluency and confidence in solution selling.
- **Talent Strategy:** Elevated team performance by coaching out underperformers and recruiting top-tier AEs aligned with customer-centric values and consultative selling.
- **Territory Optimization:** Orchestrated strategic territory realignment following the merger of Strategic and Enterprise segments, reducing travel demands and sharpening regional focus.

**Salesforce**  
**Regional Vice President****Feb 2018 - Feb 2022**

Directed regional MM and SMB sales teams delivering Salesforce solutions to Financial Services and Health & Life Sciences customers. Drove strong year-over-year growth during a highly disruptive period, with a focus on team enablement, agile execution, and mission-driven customer engagement.

- **Crisis-Year Leadership:** Navigated the team through the onset of the COVID-19 pandemic, adapting sales motions to virtual environments and delivering 127% attainment in a volatile market.
- **Team Performance Milestone:** That same year, 100% of the team's 9 Account Executives hit quota; a key inflection point that underscored a performance-driven culture.
- **Team Uplift & Talent Gap Resolution:** Identified critical performance gaps and executed a coaching-forward approach paired with strategic hiring, leading to increased AE engagement, and quota participation.
- **Customer Alignment:** Encouraged consultative, outcome-based selling aligned with the unique missions of HLS and FINS customers, strengthening long-term relationships and driving over 100% of renewal targets.
- **Gap Identification and Process Creation:** Created programming around key skill needs- sales bootcamp, discovery month, pitch please, etc.

**Salesforce**  
**Senior Manager; Business Development****May 2015 - Feb 2018**

Led the Business Development team supporting Salesforce's Financial Services vertical, including banking, insurance, and wealth management. Focused on pipeline generation, talent acceleration, and sales readiness to support rapid growth in a high-compliance, high-trust industry.

- **Pipeline Generation Strategy:** Oversaw BDR efforts to drive qualified pipeline for Financial Services Account Executives, ensuring messaging resonated with the complex needs of regulated institutions.
- **Talent Development:** Built a structured coaching and promotion path that fast-tracked top BDRs into AE roles, reducing ramp time and supporting internal career growth. Promoted 22 individuals to sales roles.
- **Cross-Functional Collaboration:** Worked closely with sales, marketing, and enablement teams to refine outreach strategies and optimize lead conversion for a highly competitive vertical.
- **Performance Uplift:** Increased BDR-sourced opportunity volume and improved conversion rates through targeted training, real-time coaching, and data-informed feedback cycles.
  - o **Program Innovation:** Launched enablement programs including SME ownership, leadership fireside chats, and peer-led "The More You Know" sessions to enhance product fluency and engagement.
  - o **Process Improvement:** Created and implemented a quality control system for opportunity hand-offs, improving SDR-to-AE conversion transparency and reducing pipeline drop-off.

**EDUCATION****Bachelor's Degree**

Purdue University | West Lafayette, IN

**Sales Training Certifications**

programs including:

Blind Zebra

Sandler

Cerebral Selling

Chris Dorris