

Sam McArdle

Sam's proven ability to turn ambiguous roles into thriving opportunities, establish end-to-end sales cycles, and secure lucrative partnerships, coupled with a diverse background in Facilitation, Copywriting, and Acting, positions him as a compelling force driving Responsible AI, Sustainability, Innovation Consulting, and Corporate Culture to new heights.

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EXPERIENCE

BoxPlay, London — *Head of Partnerships*

Sep 2021 - Present

Implemented a B2B and B2C Solution Sales Process that resulted in 400+ outbound calls leading to 8 new active partnerships (Accenture, Exos at Google, [2U](#), [Future Learn](#), [Moodle](#), Learnerbly, [Learn In](#) and [Open ESG](#))

Managed end to end deals leading to projected \$1.5m in revenue for BoxPlay end of 2023

Organized and managed all Client facing Webinars and Marketing Blog Posts, and storyboarded and provided voiceover for all [Product Demos](#)

Key Responsibilities include:

Sales Strategy & process: I am responsible for the full life cycle from prospecting, targeting, researching, signing, managing and growing partnerships.

New Business Development: I identify new client opportunities, generate new business leads and build a sales pipeline using Salesforce as our CRM tool.

Strategic direction: As part of the senior sales management team, I help shape and drive the overall business development strategy to deliver against our strategic objectives, translate the company's strategy to 12 months' plans and 3 months' targets and achieve our desired position within the learning content marketplace.

Accenture (The Dock), Dublin — *Innovation Safari Lead*

Jun 2019 - Sep 2021

I have led client engagements with leading global organizations from numerous industries, including: Banking, Healthcare and Life Sciences.

Facilitated virtual sustainability workshops for global Accenture leadership

Grew Global Sustainability Accenture newsletter sub-base 500%

Freelance, London/Global — *Professional Actor*

Sep 2010 - Jun 2019

Produced and performed in a UK and Ireland Tour, selling out multiple

SKILLS

Asana, Azure Dev Ops, Google Suite, iMovie, Mural, Microsoft Office, MS Dynamics, Pipedrive, Salesforce, Wordpress

Knowledge and experience of applying design thinking methodologies

Active Listening, Critical Thinking, Negotiation, Objection Handling, Team-Work, Project Managing design sprints

PASSIONS

PRESENTING – Ran my own radio show on Trinity FM – Interviewed Pixie Lott, Bressie, and The Coronas

VOLUNTEERING – ALONE (elderly persons charity), Repeal the 8th Outreach Representative, and rehabbing stray German Shepherds

SPORTS – Rugby, CrossFit, Football, Boxing, Swimming, Tennis, Running (Hackney Half Marathon 2023 in 1:46)

Health & Wellbeing – Cooking, Yoga, Mindfulness

venues, with 1,600 people seeing the show

Ran a Social Media campaign to raise £3,000+ for production costs

Developed and recorded all marketing assets for social platforms such as (META, X, Tik-Tok, and Instagram)

Global press coverage including Live primetime TV (6 O’Clock Show. Ireland AM) and Radio (National Irish Radio – RTE)

Innovision, London — Executive Assistant to C-Suite

June 2015 - June 2019

As personal assistant to the CEO of [Innovision](#), my responsibilities included organizing diary appointments, booking transport, handling phone calls, business development, secretarial duties and client engagement.

The role demanded strong communication and organizational skills in a fast-paced and often pressurized environment. Multi-tasking was essential as I balanced competing priorities for her time.

EDUCATION

Guildhall School of Music and Drama, London — *MA in Acting 2:1*

Sep 2010 - Jul 2013

Trinity College Dublin, Dublin — *BA in Economics and Social Studies*

Oct 2006 - Jun 2010

St. Mary’s College, Dublin — *Primary and Secondary School*

Sep 1995 - Jun 2006

435 Points in The Leaving Certificate

Activities and societies: Rugby, Cricket, Drama, Debating, Swimming, Volunteering, Music, Journalism.