

RAFFAELE DI MAURO

SAAS SALES & ACCOUNT GROWTH

Montreal, QC | Raffaele.dimauro77@gmail.com | +1 (514) 777-9178 | LinkedIn | raffaeledimauro.ca

PROFESSIONAL SUMMARY

Commercially driven SaaS sales and account growth professional with a proven record of meeting and exceeding targets across new-business development, territory growth and account expansion. Promoted to Senior Account Manager at 1Password after ranking Top 2 for SMB ARR growth. Combines consultative selling, trusted-advisor communication and applied technical understanding to win business, grow relationships and help customers realize long-term value.

SELECTED CAREER HIGHLIGHTS

- Promoted to Senior Account Manager at 1Password; ranked Top 2 for SMB ARR growth in 2023 while achieving 105% to 165% of monthly target and 105% to 128% of quarterly target.
- Ranked #1 Territory Sales Manager in Canada for H2 at JUUL Labs Canada after delivering 284.1% territory growth over two quarters, achieving 120% of target and generating more than \$1M in revenue.
- Earned President's Club at MEDISCA, achieved 105% to 136% of quota, expanded selected accounts by as much as 5x and contributed to more than \$4.8M in annual revenue.
- Founded Revvie and owned the customer journey from acquisition and discovery through solution design, implementation, onboarding, training, account management and post-launch optimization.

CORE EXPERTISE

Sales & Revenue Growth: Full-cycle SaaS sales, prospecting, qualification, consultative discovery, product presentations, value selling, negotiation, closing, pipeline management and forecasting

Account & Customer Growth: Portfolio management, account planning, segmentation, stakeholder mapping, executive relationships, expansion, cross-sell, adoption, retention and customer risk management

Customer Success & Delivery: Requirements gathering, workflow mapping, onboarding, enablement, implementation planning, testing, go-live, troubleshooting, escalation management and optimization

Cross-Functional Collaboration: Deal-team coordination, Solutions Engineering partnership, Customer Success, onboarding, support, product feedback, escalation management and customer advocacy

Applied Technical Understanding: Requirements gathering, workflow mapping, CRM configuration, AI-assisted solution setup, APIs and webhooks, dashboards, GoHighLevel and Cloudflare deployments

PROFESSIONAL EXPERIENCE

Revvie Technologies

Dec 2024 - Jun 2026

Founder | SaaS Sales & Account Growth | Montreal, QC

Founded and operated a client solutions business, owning customer acquisition, consultative discovery, proposals, relationship management, solution scoping, implementation, onboarding, training and post-launch optimization.

Translated customer pain points, operational processes and business rules into solution plans, workflows, data requirements and measurable success outcomes.

Collaborated with customers throughout discovery, implementation and launch, balancing business priorities, technical feasibility, adoption requirements and long-term account value.

Designed customer engagement, predictive booking, CRM workflow and reporting solutions; used AI-assisted development to configure and deploy workflows involving GoHighLevel, Cloudflare Workers, D1, APIs, webhooks and dashboards.

Owned testing, troubleshooting, launch validation, customer enablement and continuous improvement across customer-facing systems and operational workflows.

1Password

Feb 2022 - Aug 2024

Founding Account Manager | Promoted to Senior Account Manager | Remote

Managed and grew a broad portfolio of SMB and mid-market SaaS accounts, driving product adoption, expansion, retention and broader team rollouts.

Segmented and prioritized accounts using product usage, stakeholder engagement, growth potential and risk signals to focus account plans and outreach on the highest-impact opportunities.

Built trusted relationships with C-level executives, business owners, IT leaders, administrators and department stakeholders, aligning security, collaboration, licensing and operational needs to appropriate solutions.

Identified growth and risk through discovery, usage patterns, onboarding gaps and stakeholder needs; coordinated customer plans with Solutions Engineering, Customer Success, onboarding and support.

Ranked Top 2 for SMB ARR growth in 2023, achieved 105% to 165% of monthly target and 105% to 128% of quarterly target, and earned promotion to Senior Account Manager.

Tervene*Account Executive | Montreal, QC***Oct 2020 - Jan 2022**

Owned full-cycle new-business development for a configurable SaaS operations platform, including prospecting, qualification, discovery, live demonstrations, objection handling, negotiation and closing.

Mapped prospect workflows, pain points and stakeholder priorities to relevant use cases, recommended configurations and built clear business-value narratives.

Delivered tailored presentations and live demonstrations for operational and executive stakeholders, translating technical capabilities into practical outcomes.

Managed structured follow-up, answered detailed product questions and maintained momentum from initial interest through purchase decision.

JUUL Labs Canada*Territory Sales Manager | Greater Montreal***Jul 2019 - Sep 2020**

Managed a blended territory focused on new-account acquisition and growth of existing relationships through territory planning, onboarding, product education and commercial execution.

Achieved 120% of target, delivered 284.1% territory growth over two quarters, ranked #1 in Canada for H2 and generated more than \$1M in revenue.

Built relationships with business owners, managers, distributors and strategic partners; delivered presentations focused on market share, product positioning and growth opportunities.

RELX Technology*Territory Sales Manager | Greater Montreal***Oct 2018 - Jul 2019**

Founding Quebec sales team member who built an untapped territory through self-sourced prospecting, discovery, account acquisition, onboarding, product education and account growth.

Built a high-value pipeline without an established lead database, contributed to regional go-to-market planning and supported development of the internal sales playbook.

MEDISCA Pharmaceuticals*Account Manager | Montreal, QC***Feb 2017 - Oct 2018**

Managed and expanded consultative relationships with pharmacists, pharmacy owners, surgeons and healthcare stakeholders across a specialized pharmaceutical and medical-product portfolio.

Earned President's Club, achieved 105% to 136% of quota, expanded selected accounts by as much as 5x and contributed to more than \$4.8M in annual revenue.

Thinking Capital*Account Executive / Sales Development Representative | Montreal, QC***Mar 2010 - Feb 2017**

Progressed from Sales Development Representative to Account Executive while consistently ranking among the top three performers company-wide.

Managed high-volume prospecting and full-cycle financing conversations with small-business owners, strengthening discovery, qualification, objection handling, negotiation, closing and relationship-management skills.

PROFESSIONAL DEVELOPMENT

Wharton Online: Customer Analytics, Operations Analytics, People Analytics | 2024

MEDDIC Academy: Introduction to MEDDIC; Advanced MEDDPICC | 2024