

ANDREI AURORA

ACCOUNT EXECUTIVE · B2B SAAS SALES, EXPANSION & ENTERPRISE PIPELINE

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SUMMARY

B2B SaaS sales professional with 4+ years across enterprise prospecting, account growth, expansion closing, client success, and sales leadership in healthcare technology. Individually achieved 128% of outbound quota and top-25% SDR performance; later carried an individual closing target for contract expansions across a \$2.5M ACV client portfolio, owning commercial conversations through quote, negotiation, and signature. Most recently led enterprise pipeline generation producing \$4.5M+ in qualified pipeline and ~\$834K closed-won. Consultative, empathy-led seller experienced in multi-threaded healthcare accounts, objection handling, executive conversations, Salesforce, Gong, and DocuSign.

EXPERIENCE

Manager, Sales Development — Phreesia

Feb 2026 – Aug 2026

Healthcare B2B SaaS · Enterprise pipeline generation · 9 direct reports

- Owned outbound pipeline strategy across enterprise health-system, PCMS, and Single Specialty segments; sourced 166 outbound opportunities totaling \$13.3M in enterprise value.
- Team generated 100+ qualified opportunities and \$5M+ pipeline, contributing to 20 closed-won deals worth approximately \$1.4M.
- Lifted meeting-to-qualification conversion to 94% versus a 79% organizational benchmark through call coaching, discovery refinement, objection handling, and account strategy.
- Partnered with Marketing and Account Executives on messaging, account strategy, and pipeline conversion; used Salesforce, Gong, 6Sense, and ZoomInfo to prioritize and advance opportunities.

Client Success Manager — Phreesia

Jan 2025 – Feb 2026

Enterprise Account Growth, Expansion & Retention · 40 healthcare accounts · \$2.5M ACV

- Managed commercial relationships across 40 enterprise healthcare accounts representing \$2.5M in ACV, leading Executive Business Reviews and uncovering expansion opportunities aligned to client goals and product usage.
- Carried an individual closing target of 5 contract expansions per month, representing approximately \$50K in monthly expansion value; advanced add-on opportunities from discovery and solution positioning through pricing, negotiation, and signed agreement.
- Built customer quotes in Salesforce and regularly executed commercial agreements through DocuSign; negotiated renewals and contract terms while balancing retention, account growth, and long-term customer value.
- Earned Phreesia's inaugural Foundations of Excellence award for cross-functional collaboration, proactive problem-solving, and account impact.

Team Lead, Senior Sales Development Representative — Phreesia

Aug 2023 – Apr 2024

- Led and coached 8 SDRs to 155% of benchmark quota attainment and \$1.87M qualified ACV (FY24), while partnering with AEs on account strategy, outbound messaging, and opportunity creation.
- Designed outbound cadences and account segmentation strategy with Marketing and AEs; reduced new-hire ramp time 25% through structured onboarding and sales coaching.

Senior SDR / SDR — Phreesia

Jan 2022 – Aug 2023

- Individually achieved 128% of outbound quota and \$692,791 in qualified ACV (FY23), finishing in the top 10% of the SDR organization while prospecting and multi-threading into enterprise healthcare accounts.
- Led consultative prospect conversations, handled objections through discovery and value framing, and delivered product overviews in partnership with Account Executives and subject-matter experts.

B2C Sales Manager — Public Outreach Group

Jul 2018 – Nov 2020

- Led a 10–20 person fundraising sales team, consistently exceeding donor acquisition targets; developed objection-handling and sales messaging that increased average donor contribution 23%.

SALES SKILLS & TOOLS

Full-Cycle & Commercial: Discovery, Consultative Selling, Objection Handling, Expansion Sales, Renewals, Negotiation, Quote-to-Close, Executive Business Reviews, Account Growth, Multi-threading

CRM & GTM: Salesforce, Gong, Gong AI Builder, 6Sense, ZoomInfo, Groove, Drift, LinkedIn Sales Navigator, DocuSign

Leadership & Analytics: Pipeline Strategy, Sales Coaching, Account Segmentation, KPI Design, SFDC Reporting, Excel, Claude AI, ChatGPT

EDUCATION

BFA Honors in Acting — University of Windsor, 2008–2012 | Certified Associate in Project Management — Project Management Institute, 2021