

ANDREI AURORA

SALES DEVELOPMENT MANAGER · SALES ENABLEMENT · BUSINESS DEVELOPMENT LEADERSHIP

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SUMMARY

Sales leader with 4+ years of B2B SaaS outbound experience and 2+ years building and coaching high-performing SDR/BDR teams selling into enterprise accounts. Track record of designing coaching infrastructure and enablement programs that lift conversion metrics above benchmark, hiring and ramping reps fast, and using AI tooling (Claude, ChatGPT, Gong AI Builder) to scale coaching, training, and pipeline analysis without adding headcount. Builds the systems, cadences, and KPIs that let a growing sales development function scale, equally suited to SDR/BDR management, sales enablement, or business development leadership roles.

EXPERIENCE

Manager, Sales Development | Phreesia

Feb 2026 – Present

B2B SaaS · 9 direct reports (15 total incl. prior) · ~2,000 accounts · \$100M+ potential pipeline value

- Own outbound pipeline generation across enterprise and mid-market segments, including complex multi-site accounts with 5,000+ employees, sourcing 166 outbound opportunities totaling \$13.3M in pipeline value.
- Built a high-cadence coaching infrastructure, including weekly 1:1s, team stand-ups, an open-calendar policy for rep-initiated role-play, and account strategy sessions, lifting the team's meeting-to-qualification rate to 94%, 15 points above the 79% org benchmark.
- Review an average of 50 Gong calls each month, 3x the team average, using AI-assisted call analysis (custom Claude Skills, ChatGPT Projects, Gong AI Builder) to keep weekly 1:1 coaching specific and evidence-based rather than anecdotal.
- Built a self-serve reporting suite for peer managers, including an HTML Pipeline Calendar, Call Data, and Pipeline Funnel dashboards connected to live Salesforce reports, giving fast, filterable visibility into any rep's KPIs.
- Hired and simultaneously onboarded 5 new SDRs, building intake and ramp processes that accelerated time-to-productivity; developed 5 reps to promotion within 5 months.
- Team generated 100+ qualified opportunities (\$5M+ pipeline) contributing to 20 closed-won deals (~\$1.4M); partnered with Marketing on a content committee shaping outbound messaging org-wide.

Client Success Manager | Phreesia

Jan 2025 – Feb 2026

SaaS Account Growth & Retention

- Managed post-sale relationships across 40 accounts (\$2.5M ACV), running Executive Business Reviews to align product usage with client KPIs, deepening account-level context later applied to outbound territory and messaging strategy.
- Inaugural recipient of the company's Foundations of Excellence award for cross-team collaboration and account impact.

Team Lead, Senior Sales Development Representative | Phreesia

Aug 2023 – Apr 2024

- Led and coached a team of 8 SDRs to 155% of benchmark quota attainment (\$1.87M qualified ACV, FY24), building structured coaching plans and real-time call feedback.
- Designed outbound cadences and account segmentation strategy in partnership with Marketing and Account Executives; reduced new-hire ramp time 25% through structured onboarding.
- Hosted an “Uncovering Value & Building Urgency” workshop for 100+ attendees; reported weekly team KPIs and coaching plans to senior leadership.

Senior SDR / SDR | Phreesia

Jan 2022 – Aug 2023

- Individually exceeded outbound quota (128% attainment / \$692,791 qualified ACV, FY23), finishing in the top 10% of the SDR org while multi-threading into enterprise accounts.

B2C Sales Manager | Public Outreach Group

Jul 2018 – Nov 2020

- Hired, onboarded, and coached a team of 10–20 fundraisers; introduced sales training and gamification strategies that lifted retention 75%+ and top-performer growth 40%.

SKILLS & TOOLS

Sales Engagement & CRM: Salesforce, Gong, Gong AI Builder, 6Sense, ZoomInfo, Groove, Drift, Artisan, LinkedIn Sales Navigator, Workday

Leadership & Enablement: SDR/BDR Coaching & Development, Sales Enablement Program Design, Hiring & Ramping, KPI Design, Outbound Cadence & Messaging, Performance Management, Sales Gamification, Training & Workshop Facilitation

AI & Analytics: Claude AI (custom Skills), ChatGPT (Projects), Excel (Pivot Tables, VLOOKUP), SFDC Reporting

PUBLICATIONS

Author, *37 Sales Games*, a self-published training resource of 37 modular, ready-to-run sales games across active listening, communication, empathy & emotional intelligence, and negotiation & persuasion; foreword by gamification researcher Karl Kapp.

EDUCATION

BFA Honors in Acting | University of Windsor, 2008–2012

Certified Associate in Project Management | Project Management Institute, 2021