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# STUART TARNOWSKI

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## Summary

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Results-driven Director of Sales with expertise in new business, client relationship management and cross-functional collaboration. Developed impactful sales playbooks and led successful teams to achieve significant revenue milestones and enhance client retention strategies.

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## Skills

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|---------------------------|----------------------------------|
| • Go-to-market strategy   | • Lead generation                |
| • Speaking events         | • Client relationship management |
| • Channel partnerships    | • Project & event management     |
| • Client-vendor relations | • Cross functional collaboration |
| • Sales strategy          | • Performance coaching           |
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## Experience

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|-------------------------------------------------------|------------------------------------------------|
| <b>Director of Sales</b><br><b>Advanta Biometrics</b> | <b>04/2024 to 04/2026</b><br><b>Upland, CA</b> |
|-------------------------------------------------------|------------------------------------------------|

- Built the GTM (go-to-market) playbook that took the team from under \$100k ARR to over \$7M ARR in 18 months with no private equity funding
- Developed sales playbook and established repeatable processes for Account Executives, enhancing the team's effectiveness
- Led vendor relationships and built the tech stack
- Hired Revenue Operations, Account Executives and Account Managers
- Trained Account Executives in full-cycle sales, providing hands-on development while actively selling mid-market and enterprise deals
- Closely worked with internal cross-functional teams including executives, operations and marketing to develop a cohesive and collaborative brand
- Created and executed on live events both through online webinars and in-person events
- Designed channel partnership program and optimized client relationship management approach, strengthening partnerships
- Our ICP included primary care, a variety of specialties including Neurology, Pulmonology, Nephrology and more along with health systems and Rural Health Clinics

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|-------------------------------------------------------|-------------------------------------------------|
| <b>Enterprise Account Executive</b><br><b>Phamily</b> | <b>04/2021 to 07/2023</b><br><b>Seattle, WA</b> |
|-------------------------------------------------------|-------------------------------------------------|

- Generated over \$2 Million in realized revenue selling to clinics that had a contract value between \$100k - \$750k
- Collaborated with marketing to develop content-driven campaigns that generated qualified leads
- Collaborated with internal C-Suite executives, account managers, product and customer service departments to manage service delivery and build client retention
- Pipeline creation through outbound methods included LinkedIn, phone & email outreach, live webinars, conferences and quality client management led to referrals
- Mentored junior team members on best practices in outbound strategies, demos, and account management to enhance team effectiveness
- Conducted extensive travel across the U.S. for strategic meetings, conferences, and client engagement events

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|-------------------------------------------------|---------------------------|
| <b>Mid-Market Account Executive + Team Lead</b> | <b>05/2019 to 04/2021</b> |
|-------------------------------------------------|---------------------------|

**GrubHub****Chandler, AZ**

- 7X Quarterly President's Club (org wide, 200+ AEs)
- 9X #1 AE in Arizona
- 2X #1 AE in organization
- 2020 #1 AE in Arizona / #5 AE in organization
- Honored as one of 25 recipients of the 2019 Champion of Excellence Award for exceptional contributions.
- Led team training for individuals, teams, and entire office locations while conducting company-wide webinars to enhance sales effectiveness.
- Promoted to Senior Sales Executive, managed new territory acquisition every 30 days, and dedicated 1 week each month to maximize market presence.
- Established and opened new Philadelphia office, training all new hires during their first 90 days to ensure successful onboarding and integration.

**Account Executive****03/2018 to 03/2019****ZipRecruiter****Tempe, AZ**

- Advanced to inbound sales, chat team from Account Manager role
- September 2018: MVP award, EPIC award for integrity, #1 AE in revenue & percentage to goal at 130% and #1 sales team company wide
- October 2018: #4 AE at 111% to goal and #1 sales team company wide
- November 2018: #2 AE company wide
- December 2018: #1 AE company wide at 103% to goal
- Converted website chat leads into sales, utilizing phone calls and scheduled meetings to manage pipeline effectively
- Generated revenue from SMB and mid-market deals

**National Sales Executive + Team Lead****04/2015 to 10/2016****OutboundEngine****Scottsdale, AZ**

- 2015 Salesperson of the year award
- Averaged \$62,934 ARR/month against \$50k quota, closing 202 deals.
- 4X President's Club honors and 2 promotions. 2nd quickest in company history to be promoted to Senior AE
- 7X #1 AE in Arizona
- Recognized as top Account Executive company-wide on two separate occasions.
- Developed new hires and conducted ongoing training sessions for one-on-ones, small groups, and office-wide training on pipeline management, pitching, demos, motivation, call coaching, and Salesforce CRM.
- Focused on SMB sales to realtors, loan officers, and other small business industries.
- Received mentorship from VP of Sales, Scott Leese

**Inside Sales Executive****06/2013 to 01/2015****Zocdoc****New York, NY**

- Advanced from inside sales executive to team lead and outside sales
- Set company record for most sales in first 90 days
- Ranked among top 10 account executives company-wide consistently
- Developed new SDRs and AEs through 60-minute training sessions on prospecting, cold-calling, and pitching
- Relocated to Arizona to launch new office and expand west coast market
- Deal sizes ranged from \$3k-\$45k ARR (paid upfront by client) to primary care and specialty clinics

**Account Executive + Team Lead****09/2012 to 05/2013****Yelp!****Scottsdale, AZ**

- Won Top Rookie award (#1 of 35 AEs)
- Achieved all-time team record in 4th quarter 2012, earning team trip to Las Vegas.
- Ranked consistently in Top 10 AEs in Arizona, with 75% of deals generated through outbound prospecting.

- Generated over \$250k in ARR with average deal sizes between \$2,500 - \$9,000
- Led team of eight account executives, implementing strategies that enabled seven to exceed performance targets.

#### **Internship: Account Executive**

**06/2012 to 08/2012**

#### **Wgn Radio**

**Chicago, IL**

- Qualified leads for AEs, built sales decks, and designed digital ads to support sales initiatives
- Trained in upselling existing clients, exploring creative marketing approaches, and shadowed meetings to gain insights into client interactions
- Managed a 60-day project to refresh the outdated sponsors document and deliver it to the sales team at the end of the internship. Worked with AEs, on-air talent, and leadership.

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#### **Education and Training**

#### **Bachelor of Science: Business Management & Communication**

**08/2012**

Ohio University

Athens, OH

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#### **Awards & Honors**

11X President Club Honors

18X #1 AE

2019 Champion of Excellence

2015 Salesperson of the Year

2X Top Rookie

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#### **References**

References available upon request.

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#### **Speaking Engagements**

- Guest Lecturer at Loyola University Healthcare Administration 2026
- Panel speaker: The Business of Better Care in Riverside, CA March 2026
- IL MGMA: Webinar series guest speaker