

# THOMAS MENDES

Enterprise Account Executive · AI & B2B SaaS · New Logo, Outbound and Early-Stage Sales Builder

MBA (Director's Scholar), University of Sydney

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## PROFILE

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Enterprise seller with 8+ years driving revenue growth in emerging technology across complex, regulated markets in the UK, Europe, the US and Asia, consistently above target (151% in 2023; 193% in 2018). Most recently sold AI-driven tax automation to multinationals at Exactera, closing the company's first energy contract above \$300K ARR by building board-level consensus across finance, procurement, legal and the C-suite. A builder at heart: set up a sales function from scratch as Head of Sales at Jump (CRM, pricing, process and the first two hires), and opened new markets and verticals from zero, including Norway, Greece and Germany. Generates net-new pipeline through strategic outbound, grows existing accounts, and negotiates complex deals with industry leaders such as Deutsche Telekom, WPD, National Bank of Greece and Clarksons. Uses Claude and ChatGPT daily and prototypes quickly with new tools, so brings hands-on credibility to customer conversations about AI. Based in Sydney for the long term: completing an MBA at the University of Sydney as a Director's Scholar, and selected for Cicada Innovations' Healthtech Hub programme at Westmead.

**Core competencies:** Full-Cycle Enterprise Sales · Selling AI to Regulated Enterprises · Outbound & Net-New Pipeline Generation · Building Sales Motions from Zero · Board-Level Business Cases · C-Suite Stakeholder Alignment · Complex Commercial Negotiation · Market Entry & New-Region Build-Out

**Selected clients by sector:** **Telecom:** Deutsche Telekom · **Energy:** WPD and Moreld · **Financial Services:** National Bank of Greece and regulated financial institutions across Europe · **Transportation:** Southern Rail and Clarksons · **Manufacturing:** Andros · **Automotive:** MotorK (AI-first SaaS for car dealers and OEMs) · **Property:** Grand City Properties · **Public Sector:** UK local councils, including Surrey County Council

**AI in practice:** LLM user for 3+ years across research, analysis, writing and prototyping (alongside Claude, ChatGPT, Gemini and Perplexity; prototyping with v0, Lovable and Gamma), applied to real problems: market research, stakeholder preparation, competitor mapping and regulatory analysis for an applied project on AI in women's health diagnosis with researchers at the University of Sydney. Studied AI adoption through MBA courses at the University of Sydney: Business Transformation through Analytics and AI, Leading in a Digital World, Leading Business Innovation, and Data Analytics & Modelling. Sold AI-driven automation to enterprise finance teams at Exactera, so has seen first-hand what it takes for a regulated enterprise to trust AI with real work.

## PROFESSIONAL EXPERIENCE

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**Business Consultant** | Dropmatics (part-time) *Aug 2026 – Present*

- Advising the founder on sales strategy; set up the company's CRM and sales process from scratch.
- Built an outreach pipeline through the founder's extensive LinkedIn network and closed the company's first client.

**Career Break** | Planned: Self-directed sustainable design-and-build project before the MBA *Aug 2024 – Aug 2025*

**Enterprise Account Executive (EMEA)** | Exactera, London, UK *Apr 2023 – Aug 2024*

- Sold AI-driven transfer pricing automation to the tax and finance functions of multinationals regardless of sector, including telecom and energy clients such as Deutsche Telekom and WPD.
- Achieved 151% of individual sales target in 2023, securing the company's first energy contract above \$300K ARR by structuring a board-level business case and aligning stakeholders across finance, procurement and the C-suite.
- Managed renewals and expansion with existing clients, including extending clients into new jurisdictions, with each expansion built on successful pilots and rollouts.
- Built commercial frameworks covering pricing architecture, stakeholder mapping and escalation strategies, adopted across multiple jurisdictions and reducing enterprise deal cycle time.

**Account Executive** | Exactera, London, UK *Feb 2021 – Apr 2023*

- Won new logos in energy and automotive, including Moreld and MotorK (AI-first SaaS for car dealers and OEMs), selling AI-driven transfer pricing automation into tax and finance teams.
- Led market entry into Norway across sales, legal and product, closing the company's first deals there.
- Assessed regulatory environments and distribution options for new international regions, and structured go/no-go recommendations for senior leadership.

- Evaluated partner capabilities and negotiated terms with two Fortune 500 organisations, then led operational integration of the resulting partnerships across sales, pricing and support.
- Mentored junior team members, contributing to two internal promotions.
- Promoted to Enterprise Account Executive (EMEA) in April 2023.

**Account Executive** | Global App Testing, London, UK

*Mar 2020 – Feb 2021*

- Generated the highest number of new client wins in the business, 42% above the peer average, prioritising accounts that became lighthouse customers and referenceable case studies.
- Worked across technical and commercial teams to drive go-to-market execution.

**Head of Sales** | Jump (now Job&Talent), London, UK

*Apr 2019 – Jan 2020*

- Built the commercial function from the ground up, covering CRM, pricing, workflows and sales strategy, and closed the company's first client (£40K ARR).
- Hired, onboarded and mentored the first two business development hires, scaling the function from a single seller to a team.

**Sales Executive → Senior Business Development Executive** | Business Systems, London, UK

*Jun 2017 – Apr 2019*

- Achieved 193% of sales target selling workforce management SaaS into regulated financial institutions across multiple European markets, as well as global shipbroker Clarksons and train operator Southern Rail.
- Took over accounts from senior Account Executives to manage, renew and upsell, growing the number of users on the workforce management platform.
- Moved clients from on-premises servers to cloud SaaS, and from manual auditing to early algorithmic automation.
- Won the company's first banking client in Greece, National Bank of Greece, navigating an unfamiliar regulatory environment and building trust with a risk-averse institutional buyer from zero.
- Self-initiated market entry into the German property sector, a new vertical for the business: built the internal case to pursue it, adapted the positioning to a new buyer, and closed the first client.
- Promoted from Sales Executive to Senior Business Development Executive in June 2018.

## EDUCATION & LEADERSHIP DEVELOPMENT

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**MBA (Leadership & Enterprise), Director's Scholar** | University of Sydney

*Aug 2025 – Dec 2026*

- Director's Scholarship: awarded on the basis of leadership potential and academic merit, within a cohort capped at approximately 50 students. Triple-accredited business school (AACSB, EQUIS, AMBA); University of Sydney ranked in the global top 30.
- Curriculum: Business Transformation through Analytics and AI · Leading in a Digital World · Leading Business Innovation · Innovation in Strategic Marketing · Financial Management · Data Analytics & Modelling · Systems Thinking.
- Applied work: NPV/WACC valuation, free cash flow forecasting and a formal buy/hold/avoid investment thesis for Retail Food Group (ASX: RFG); strategic assessment of Nanosonics (ASX: NAN) using PESTEL, Porter's Five Forces and value curve analysis.
- Independent applied project: researching how AI can improve diagnosis in women's health, working with researchers and clinicians at the University of Sydney; used Claude to map competitors, analyse regulatory pathways and prototype a diagnostic app concept.
- Cicada Innovations Healthtech Hub Foundations programme, Westmead (Oct 2026 – Mar 2027): selected for the programme supporting early-stage health technology commercialisation in Australia.

**Becoming an Effective Leader Programme** | Bayes Business School, London

*Aug 2023*

**BA Interior Architecture & Design (2:1)** | University for the Creative Arts, UK

*Sep 2014 – Jun 2017*

## INTERESTS

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Off-grid systems (designed and built a self-sufficient solar and battery setup) · Sustainable design · Carpentry · FemTech (closing the gender gap in medical research) · Startups (connecting HealthTech entrepreneurs with investors and coaching early-stage founders) · Tennis · Open water swimming

Referees available on request.