

REBECCA WILSON

Account Director | Senior Account Executive

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What sets me apart:

Experience the impact of collaborating with me firsthand at [Engineered to empower](#) 

As a dynamic, results-driven leader with over 15 years of experience in new business development and account management, I excel at forging profitable C-Suite relationships and driving sustainable growth. My strategic, client-centric approach consistently delivers exceptional outcomes, underpinned by a deep understanding of client needs and industry landscapes.

Key Strengths:

- Implementing data-driven growth strategies aligned with business objectives
- Orchestrating cross-functional teams to capitalise on lucrative opportunities
- Delivering bespoke, enterprise-level solutions with a focus on effective simplicity
- Navigating complex strategic landscapes to accelerate client ROI

My ability to build and nurture enduring client relationships, coupled with a talent for leading transformational projects, has established me as a trusted advisor in the Automotive industry. I thrive on driving innovation, empowering clients, and reshaping industry standards through meticulous execution and a competitive edge.

By immersing myself in clients' ecosystems, I consistently achieve win-win outcomes, balancing client success with business growth. My approach combines strategic vision with tactical precision, ensuring impactful results that resonate across organisations.

My journey so far:

GLOBAL ENTERPRISE SENIOR ACCOUNT EXECUTIVE | [Kaisa](#) | Remote | 2024-Present

Driving strategic growth and innovation across the global automotive sector.

Revenue & Business Development

- Surpassed KPIs by 60% through aggressive new business acquisition strategy
- Spearheading self sourced high-profile client opportunities including Aston Martin Lagonda, Honda Europe, Volkswagen Group, Trust Ford, Halfords
- Engineered strategic partnerships with industry leaders (Keyloop, Salesforce, MuleSoft, Capgemini)
- Boosted NPS scores by 38% through streamlined cross-functional collaboration

Strategic Leadership & Innovation

- Revolutionised internal efficiencies through sales framework and methodology implementation (x2 new opportunities)
- Designed and executed enterprise-level Account-Based Marketing (ABM) strategies
- Building and hosting CS team sales development, client solution strategies and relationship building workshops
- Instigating new sponsorship opportunities - Goodwood FoS, MAD//Fest, Women In Automotive (DE) to elevate brand positioning/deliver ROI
- Architected automotive podcast with industry leaders
- Pioneered Kaisa mentorship program.

ACCOUNT DIRECTOR | [Experian](#) | Remote, UK | 2021-2024

Spearheaded growth across 25+ global automotive OEMs, achieving exceptional results.

Business Growth & Innovation

- Curated strategic account blueprints, meticulously engineering upselling and cross-selling pathways, catalysing +20% average growth across 65% of managed accounts
- Negotiate contracts and close agreements to maximise profits
- Secured and onboarded 12 new logos including Arval (BNP Paribas), Honda Europe, Toyota Motor Group and Volkswagen Financial Services
- Championed EMS supporting end-to-end digital transformation for a \$180 billion automotive giant, driving CRM adoption, data-driven marketing, and operational excellence
- Innovated and advocated new Electric Vehicle and Cost of Living product development. Secured partnership with global enterprise client, committed to 3yr licence
- Self-sourced x3 global £3m+ RFP opportunities
- Keynote participation at Volkswagen Group UK customer success week
- Initiated win strategies with GTM SLT = managed EMS contribution (£1.4m) TCV £7.5m.

Strategic Impact

- Spearheaded internal agency transformation, resulting in 35% sales uplift across 4 GTM business units
- Established and managed strategic partnerships with industry leaders, including LiveRamp, Salesforce, and Reach Media
- Initiated [MAD//Fest](#) sponsorship, [hosted data session talk](#) with Sales Director, achieving 27% ROI
- Served as [guest speaker at EV summit](#), generating two new opportunities (Renault Retail & Pendragon)

- Forecasted and tracked key account metrics, including quarterly sales results, tailored client reports, annual forecasts
- Designed ATL/BTL data channel utilisation strategies and built solutions across Bureau, analytics, PaaS, and SaaS offerings.

SALES MANAGER | [OLIVER - The Brand Tech Group](#) | UK | 2019–2021

Transformed enterprise sales across multiple vertical markets.

Revenue Generation

- Orchestrated £1.3M global enterprise deal within first 8 months
- Achieved 45% profit increase through strategic account expansion
- Generated 3-8 new opportunities monthly building pipeline from zero acquiring a roster of global and national, blue-chip and SME businesses like ASOS, Costain, Columbia Threadneedle, Pandora (£250M+ ARR)
- Creating Thought Leadership and White Papers generating +32% traffic.

Client Success

- Achieved 5-star satisfaction ratings with global brands
- Defining effective short, mid and long-term sales strategies, integrating sales plans, target setting and measurement through CRM and DAM systems (OMG, Salesforce, HubSpot, LinkedIn Navigator)
- Structuring and presenting emerging trends, platforms and technologies that helps brands improve marketing functions = saving clients c.30%.

HEAD OF BUSINESS DEVELOPMENT | [The Workplace Company](#) | UK | 2016-2019

Drove transformational growth in a fast-paced startup environment.

Achievement Highlights;

- Major accelerator to 30% YoY company growth
- Smashed quarterly targets (104-205%), achieving record deal £326,500 Q1/2019
- Pioneered new business strategies increased ROI 25%, slashed costs by 10%, improved client retention +37%
- Recruited, trained and managed three BDM's, each smashing individual and team targets = 106%
- Key contributor driving productivity by +40%, developing CRM and lead generation tools +55% traffic.

SENIOR CONSULTANT

- Represented Blue chip/SME/start-up businesses - accrued £450,000 total fees 48% above target
- Won highest fee of the year & retained clients awards x3.

SENIOR BUSINESS DEVELOPMENT MANAGER

- Overachieved sales targets achieving 108% within the first 6 months.

WEALTH MANAGER | [The DeVere Group](#) | UAE, Middle East | 2014–2016

- Actively managed £10m+ clients' portfolios - MENASA regions
- Award for most new business secured 2014/15 for client services
- 98.5% Customer Service Index rating.

SENIOR SALES EXECUTIVE | [BMW](#) | 2013-2014

TRAINEE SALES EXECUTIVE-ACCOUNT MANAGER | [AUDI](#) | 2010–2013

Outside the box:

- Youngest female (2010) to be awarded CLT with Audi, Munich.
- Favourite car = Aston Martin Lagonda Vanquish Zagato Speedster (McLaren Senna P1 a close 2nd)
- Raised £1.8k for Cancer Research taking part in a White-Collar boxing event
- Volunteering: AGE UK, Waltham Forest Council Environmental Initiative
- x5 Tough Mudder finisher (15km)
- Snowboarding: Japan, Canada, The Alps
- 10k Gung HO event raising funds for Kids with Cancer
- Appeared on Channel 4's First Dates
- British Event Rider: Northeast Event Rider of the Year & PCUK national champion
- Home renovation and interior design enthusiast

Education:

- [Chartered Institute for Securities and Investment](#) (Levels 1,2 and 3)
- A-Levels: English literature, Psychology, Textiles / AS-Levels: English literature, Psychology, Textiles, Art
- 12 GCSEs
- ABRSM Grade 5 Violin (2004)/ABRSM Grade 2 & 3 Violin (2003)
- Full clean UK driving licence.

References available upon request.