Ausar Allotey-McGruder

Commercial & Enterprise Account Executive Opportunities

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mcgruder.me | Los Angeles, CA | Open to Remote

Career Highlights

- Personally closed four annual school software contracts totaling $160K, averaging $40K per school.
- Sold directly to school owners, closing most deals in 2-6 weeks through outreach and investor introductions.
- Led sales at KP Media Group, overseeing $400K+ in company revenue and key client relationships.
- Negotiated $850K in investor-funded MVP, AI development, and commercialization agreements.
- Increased the initial MVP contract from $350K to $400K through negotiations with Classmate360 investors.
- Signed four partner schools against a contractual commitment of two, exceeding the agreed customer count.

Core Competencies

Full-Cycle Sales • New Business Development • Discovery • Product Demonstrations • Contract Negotiation
Outbound Prospecting • Pipeline Management • Consultative Selling • Client Relationships • Sales Leadership

Professional Experience

CLASSMATE360 | HEAD OF SALES

Nov 2023 - Present

Previously Founding Product Manager | Feb 2022 - Nov 2023

- Owned discovery, demonstrations, follow-up, pricing, and negotiations with vocational school owners.
- Sourced two signed customers through direct outreach and two through investor introductions.
- Negotiated $20K-$60K annual agreements with schools serving 1,800 to 7,000 students.
- Building and leading the SDR function while remaining the primary closer for school contracts.
- Partner with engineering leadership to align customer requirements, demos, and onboarding.

KP MEDIA GROUP | HEAD OF SALES

Jun 2024 - Apr 2026

- Led client acquisition and contract negotiations for HexClad, California Wine Festival, and ProSource Fit.
- Managed a GTM engineer and business analyst/sales representative across prospecting and sales.
- Oversaw outbound prospecting that booked 10-15 meetings monthly across 20 sending accounts.
- Served as a producer, managing production crews, on-set execution, and final video delivery to clients.

EXCELLA | SCRUM MASTER / SOFTWARE ENGINEER

Nov 2019 - Feb 2022

- Led Agile delivery, removing blockers and aligning engineering teams with stakeholder priorities.
- Coached Agile teams and improved delivery processes across cross-functional engineering environments.
- Increased team delivery velocity by 15% in four months through improved Agile practices.

GOVCIO | SOFTWARE ENGINEER

May 2018 - Oct 2019

- Built React dashboards for FDA and USCIS users, translating complex data into accessible interfaces.
- Developed and maintained APIs supporting FDA applications and government data systems.
- Developed interactive data visualization tools and dashboard interfaces for government users.

AIL | SALES MANAGER

Aug 2015 - Oct 2018

- Managed life insurance sales representatives, exceeding team sales goals by 20%.
- Developed sales plans to consistently achieve team revenue targets.
- Led daily training on prospecting, objection handling, and closing strategies.

Education

CODING DOJO | SOFTWARE BOOTCAMP

Full-stack software engineering program covering HTML, Python, Java, and JavaScript (React).

HOWARD COMMUNITY COLLEGE

Computer Science Studies

Sales & Technical Tools

HubSpot • Apollo • ZoomInfo • Instantly • Clay • GoHighLevel • Excel • OpenAI • n8n
Python • React • JavaScript • Java • HTML • Jira • Confluence