





MONIQUE RITTER

Sales Leadership, GTM Strategy, Global Account Director

CONTACT

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EDUCATION

UC SANTA BARBARA
BA, Communication
2007 - 2011

UC PARIS
French Media
2009 - 2010

SKILLS

Executive relationships
Data driven account planning
Strategic event planning
Sales manager
Hiring manager for sales org
Forecast management
Empathetic DEI sales mentorship

PROFILE

I am passionate about infusing a human touch into technology. I lead with empathy, relying on relationship building, data, and strategic account planning to surpass account growth goals and foster health across some of the largest global companies in the world.

Personal website: moniqueritter.co

LinkedIn: www.linkedin.com/in/moniqueritter

WORK EXPERIENCE

GLOBAL ACCOUNT DIRECTOR, GTM LEADERSHIP

ALIDA | 2023 – PRESENT

Lead a team of Account Executives, Solution Engineers, and Customer Success Managers to strategically oversee 20+ business units within the world's largest e-commerce company.

- Act as the cross-functional liaison between Sales, Success, Product, and Marketing
- Developed an internal retention strategy playbook that resulted in the win-back of over \$700k in revenue within 3 months

SENIOR ACCOUNT EXECUTIVE, ENTERPRISE

WEBFLOW | 2020 - 2023

As the founding AE hire, collaborated closely with our VP of Sales to establish the vision for the sales organization from top to bottom, encompassing enablement, operational strategy, team structure, hiring, pricing and packaging, while consistently surpassing quota goals

- Closed the first 6-figure contract, spearheaded our outbound motion, and led the formation of the xDR team
- Achieved an average performance 40% above quota each quarter
- Managed the procurement process for Enterprise accounts, reducing the sales cycle by 2.2 months through mutual action plan implementation, business case creation, and executive alignment

HEAD OF STRATEGIC PARTNERSHIPS AND SALES, ENTERPRISE ACCOUNTS

SKETCHDECK | 2018 - 2020

Managed the process from lead generation to contracted partnerships for Enterprise accounts, bridging Sales, Marketing, and Product to ensure alignment in growth, retention, and messaging of the core product

- Acquired and managed Fortune 500 companies including Colgate Palmolive, AMEX GBT, Instacart, ADP, and Colliers
- Established a unified visual brand experience, collaborating directly with marketing, brand, and content teams to scale and operationalize design as a strategic function
- Increased account retention by 56% over 2 years

OWNER & DESIGNER

KINSHIP CAP CO | 2016 - CURRENT

Direct all aspects of design creation, manufacturing management, wholesale, and brand strategy