Ibrahim Lamay

Enterprise Sales Leader

4x Top District Sales Leader | 243% YOY Growth | 10x President's Club | M.A Economics

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Sales Leader with 10+ years driving revenue growth and building high-performance teams. I have always exceeded sales targets and have developed the top selling team in my cohort 4/10 years. I was selected for a competitive executive development program at AWS where I created a sales curriculum and playbook for a 1000-person organization. Conducted 70+ interviews as I've built and rebuilt teams. I hold an MA in Economics from George Mason University.

Work Experience

Amazon Web Services (AWS) | Arlington, VA — May 2021 – December 2025

Sales Leader, Northeast | May 2023 - December 2025

Progressed into broader regional leadership role for Northeast. Led 8 Sellers with dotted line responsibility for a matrixed selling team of 15.

- **Revenue performance.** Managed matrixed team of 15 Sellers (8 direct) to **154% of new revenue generation target.** Top team nationally despite two empty seats.
- **Selected** for competitive **executive development program**: Paired with Senior AWS leaders for mentorship
- **Transformed team performance.** Implemented 5-part strategy for the calendar year. Increased opportunity creation from **$30M to $40M**, launched pipeline from **$2M to $7.2M**, and pipeline-to-revenue rate from **19.1% to 87%**.
- **Created sales playbook** for Sellers**.** Sales Playbook **increased number of opportunities created by 2x. Increased size of opportunities by 5x**.
- **Innovation.** Verticalized territory assignment**.** Grew monthly Revenue growth rate 3.5x**. Achieved 243% YOY growth.**
- **Designed new sales curriculum**. Created expectations for seller development in 1000-person organization.

Sales Leader, Enterprise | May 2021 - May 2023

Hired to build new 1000-person sales organization. Led 11 Sellers that support enterprise companies. $77m in Annual Recurring Revenue (ARR).

- **Managed team of 11 sellers to 184% of revenue target.** Sellers closed $33.5m in revenue against a target of $18.2m.
- **Completed 48 interviews in 1.5 years.** Exceeded sales targets despite only 2/11 individuals having 6+ months of experience.
- **Coached Sellers to improve selling skills through targeted training opportunities.** Led 3 Sellers through persona based selling course, resulting in marked improvements in their sales strategies. Created 3-day onsite experience for 30 reps to address skills gaps. Received a satisfaction score of 4.85/5 and a net promoter score of 4.75/5.
- **Spearheaded sales sprint motion in 2022 and 2023 creating $58m in revenue.** Increased opportunity creation from **325 to 490 (51%)** opportunities. **Increased closed rate by 5%.**
- **Managed an initiative to break into nonresponsive accounts**. The motion established new relationships with 12/25 of these accounts.

Cvent, Inc | Mclean, VA — February 2010 – March 2021

Senior Manager, Enterprise | Feb 2017 - April 2021

Manager of 8 Cvent sellers, 1 manager, and skip level manager for 4 sellers (13-person org). Portfolio valued at over $90m.

- **Managed team of 9-17 sellers to finish 9% above budget in 2019**. 5% above budget in 2018 and 7% above budget in 2017.
- **Resilience & crisis Management:** Navigated $90M portfolio through the COVID-19 pandemic by proactively pivoting org strategy 2 months prior. Chosen for a select group of sales leaders who set crisis strategy. Personally orchestrated and renegotiated of 100+ high-stakes contracts for a customer base with near-zero revenue, securing the company's highest retention and renegotiation rate.
- **Spearheaded change in Account Executive strategy**. Increased team renewal rate by 6%.
- **Drove change in Account Executive sales approach**. Increased new business rate by 15%.
- **Achieved a 4.25/5 satisfaction rate from sellers in 2018**. Achieved 4.25/5 in 2020.
- **Created commissions Framework**. Designed commissions framework to incentivize lead generation for reps. Created quotas and reporting structure for plan.

Team Lead, Account Executive, Enterprise | Feb 2016 - Feb 2017

Managed 2 Cvent sellers in addition to managing Cvent's most strategic customers.

- **Coached direct report who led division in performance for 2016**. Direct report was in her 1st year in role. All Direct reports exceeded quota.
- **Finished top seller** for 2016 at 150% Annual Quota.

Senior Account Executive, Enterprise | Feb 2012 - Feb 2016

Manager of accounts valued over $9.5 million annually. Sold software directly to enterprise organizations or to partners that sold into enterprise organizations.

- **Cvent Account Executive Top Performer: 2013, 2014, 2015.** Finished at 287% of Annual Quota in 2013. 181% of annual quota in 2014, 173% in annual quota in 2015
- **Engineered 30% increase in platform adoption**. Managed Cvent's 2 most important customers. Expanded key customer into new Cvent platform, by spearheading product enhancement. Product enhancement was used by other Cvent customers and increased usage of Cvent Supplier Network by upwards of 30%.
- **Designed and developed targeted marketing and sales campaigns**. Analyzed patterns obtained from usage data, exceeding annual quota.

Sales Associate, Hospitality Cloud | Feb 2010 - Feb 2012
Sales associate responsible for setting calls for full cycle sellers.

- **Top performing Sales Associate: 2011**.

Professional Skills

- 10 years of experience building high performing teams and setting strategy.
- 16 years of experience matching technology solutions to Executive customer needs.
- **Systems Architecture**: Sales Playbooks, GTM Strategy, Commissions frameworks, Sales curriculum, Net-new org design
- **AI/ML Strategy**: Generative AI Fundamentals, Prompt Engineering, Technical Adoption, Cloud Infrastructure
- **Talent Development**: Selected for Sponsor for Success 4.25/5 satisfaction score

Education and Certifications

George Mason University, Fairfax, VA. Master of Arts (MA), Economics.
James Madison University, Harrisonburg, VA. Bachelor of Arts (BA), International Affairs, Economics.
AWS Certified Cloud Practitioner.
AWS Machine Learning University. Machine Learning for Leaders Generative AI, Responsible AI: Foundations.
Databricks. Databricks Fundamentals, Generative AI Fundamentals.
Prompt Engineering. Coursera
Claude Academy: Building effective human-agent teams

Volunteer Experience

The District Church. Board Member, Leader: Integrating Faith and Finance Course.