

THOMAS JENNINGS

FOUNDING GTM | SMALL-BUSINESS LENDING | FINTECH, PAYMENTS & B2B SAAS

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PROFESSIONAL PROFILE

Founding-stage GTM builder and full-cycle Account Executive with a 14-year career across small-business lending, merchant financing, fintech, payments, and B2B SaaS. Direct experience selling working-capital solutions to SMB owners and operating in the ISO ecosystem, combined with recent success building greenfield pipelines, market strategy, messaging, and sales assets for financial-infrastructure companies. Proven hunter and closer who can translate complex financial workflows into clear business value, create process from ambiguity, and carry opportunities from targeted outreach through discovery, demonstration, pilot alignment, negotiation, and close.

SELECTED IMPACT

120% Quota Attainment — Intuit · 38% Win Rate — Intuit · 20+ New Logos Monthly — Sales Flow · Top Closer 35 of 36 Months · Scaled EBS from ~\$500K to \$1M+ in 18 Months · 100+ Franchise Accounts · 100 Outbound Calls Daily — Merchant Services

CORE CAPABILITIES

Founding & Early-Stage GTM · Small-Business Lending · Working-Capital & Merchant Financing · ISO-Led Origination · Fintech & Payments · Full-Cycle Sales · ICP Development & Market Research · Outbound Campaigns & Lead Enrichment · Executive Prospecting · Discovery & Product Demonstrations · Pilot Alignment · Messaging & Sales Collateral · CRM, Pipeline & Forecasting Discipline

PROFESSIONAL EXPERIENCE

Bank Up Corporation — Apr – Jun 2026

Sales & Partnerships — Payments Infrastructure (Contract)

- Built a 20+ opportunity greenfield pipeline across financial institutions, utilities, and property-management organizations through direct outreach, ecosystem mapping, and consultative discovery.
- Researched new markets, prioritized target accounts, and developed vertical strategies and partner plays that repositioned an established lockbox provider as modern treasury and receivables infrastructure.
- Created executive-facing one-pagers, discovery frameworks, competitive analyses, RFP content, and sales narratives that translated complex payment and reconciliation workflows into commercial value.
- Worked directly with leadership to sharpen ICP, positioning, outbound strategy, and the end-to-end revenue motion in an ambiguous build-stage environment.

Intuit — Oct 2024 – Jul 2025

Account Executive

- Achieved 120% of quota selling QuickBooks Online Advanced, Premium Payroll, payments, and workflow automation to mid-market businesses.
- Maintained an approximately 38% win rate by leading consultative discovery, tailoring product demonstrations, overcoming objections, and maintaining rigorous follow-up through close.
- Connected financial and operational pain to measurable business outcomes for owners, finance, and operations buyers; created peer-enablement resources on discovery, demo pacing, and competitive positioning.

Sales Flow Marketing — 2020 – 2023

Account Executive

- Conducted approximately 80 executive sales meetings and closed 20+ net-new logos per month from inbound and self-generated pipeline; ranked top closer on a five-person team for 35 of 36 months.
- Sustained an approximately 25% close rate across warm and cold opportunities while owning discovery, solution presentation, objection handling, follow-up, and closing.
- Built a centralized call-review library adopted across the team, improving seller onboarding and reinforcing repeatable sales practices.

Employer Benefit Systems (EBS) — Oct 2016 – Nov 2019

Business Development Manager — HR, Onboarding & Compliance SaaS

- Opened and scaled a new vertical play: entered on ACA employer-mandate compliance, then built the WOTC motion after the 2015 PATH Act—selling a deferred, legislatively contingent ROI model to franchise owners and CFO, HR, finance, and operations stakeholders.
- Over 18 months, scaled the McDonald's franchise book from 2 initial clients to 100+ accounts at approximately \$100K ARR per multi-unit relationship, growing total revenue from ~\$500K to \$1M+.
- Closed 2–4 multi-unit operator agreements per quarter through outbound prospecting and group presentations to 15–20 franchise owners.
- Built a one-to-many channel through regional franchise organizations and developed executive-level relationships beyond the individual account buyer.
- Recruited and coached three SDRs while exceeding quota.

Morgan 20/20 Search — Oct 2012 – Dec 2014

Executive Recruiter — Finance & Legal

- Ran full-desk business development and executive search for senior tax, finance, and legal leaders; built outbound pipeline from zero, won search mandates, and managed opportunities through placement.

Elite Merchant Solutions / Independent ISO of Chase Paymentech — Jul 2008 – Jul 2012

Account Executive — Merchant Services & Working Capital

- Averaged approximately 100 outbound calls daily while building a greenfield merchant pipeline and closing payment-processing, gateway, working-capital, and merchant-financing business with SMB owners.
- Led needs-based conversations around business cash flow, growth objectives, payment acceptance, and access to capital.
- Promoted into sales leadership and managed a 4–6 person outbound team, reinforcing call execution, pipeline follow-up, and production accountability.

TECHNOLOGY

Salesforce · HubSpot · Apollo · ZoomInfo · LinkedIn Sales Navigator · QuickBooks Online · NetSuite · Microsoft 365 · Tableau

EDUCATION & SALES TRAINING

Regis University — Coursework toward B.S., Psychology

Sandler Sales Foundations · **Challenger Sales Methodology** · **Predictive Index: Persuader**