

# Abel Augusthy

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## PROFILE

Avid Technology Enthusiast: Highly motivated solution oriented professional. Please visit my website at - [Abelaugusthy.com](http://Abelaugusthy.com) to learn more.

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## SKILLS

Internet technologies - JavaScript, HTML, CSS, HTTP methods, REST API configurations, JSON, XML.

Consumer Finance, FinTech, Leadership, Technology Sales, Client Relations, Discovery, Negotiation, Collaboration, Prospecting, Communication, Public speaking, Implementations, Account Management, Business Consulting, Marketing

**Certifications:** Salesforce Certified Administrator, Salesforce Trailhead Ranger

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## EDUCATION

**University of North Carolina, Chapel Hill** **January 2021 - (December 2023)**

*(In-flight) Masters of Business Administration - Strategy & Finance*

**Emory University, Atlanta, GA** **May 2015**

*Bachelor of Science: Mathematics and Computer Science* Minor: Physics

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## WORK EXPERIENCE

**OneTrust, Atlanta, GA** **January 2021 - Present**

*Strategic Client Executive*

- Quarterback for OneTrust's platform for Privacy & Governance supporting businesses revenues ranging from \$1B-\$5B.
- Directly manage and am supported by 10 colleagues under the client executive model - 7 offering specialists, BDR, CSM, and Marketing analyst.

**GreenSky Finance, Atlanta, GA**

*Senior Business Development Manager - Sponsor/Partner Programs - Integrations*

**January 2020 - January 2021**

- Source, configure, execute, onboard, and manage pre/post sale for partnership opportunities and new referral partner business to utilize the GreenSky Finance program - The goal being to provide a mutualistic partnership leveraging custom APIs.
- Manage existing set of partnerships focused on integrations and grew from \$350m to \$550m in transaction volume over 2020.
- Cross team collaboration - work with the Product team to help develop API Go-to-market strategy.
- 4 direct reports - Inside sales rep, marketing analyst, 2 client success managers. Responsible for day to day motivation and KPIs.
- Define and implement SLAs and KPIs into Salesforce to help track and measure sales forecasts and performance.

*Senior Enterprise Client Success Manager - Retail and E-commerce*

**September 2018 - January 2020**

- Tasked to launch, build, and grow the specialty retail and e-commerce division of GreenSky. 2018 was the first year operating as an independent division of a newly IPOed company, financed \$32M in loans. Originated \$100M in funded loans for 2019.
- Manage, train, and provide excellent customer service to 250+ merchants spanning various industries utilizing GreenSky's omni-channel finance solution resulting in \$50m of additional transaction volume from a historically decreasing book of business..
- Consult with merchants on best practices with financing, including sales process optimization, business reviews, digital marketing, point of purchase marketing, pricing, and overall growth strategy resulting in annual sales growth of up to 50%.
- Lead efforts on E-commerce implementations. Configure and integrate e-commerce platforms with custom JavaScript and HTML to allow merchant tailored customer experience. Began Beta program with Shopify, Magento, WooCommerce, custom integrations resulting in \$4M in financed loans for Q3 2019 and \$20M in Q4 2019.
- Established KPIs that increased response time and reduced downtime by tracking metrics like cart abandonment, average tickets, monthly sales, as well as optimizing UI/UX on merchant e-commerce websites.

**SalesForce, Atlanta, GA**

*Enterprise Business Development*

**August 2017 – August 2018**

- Engine of Salesforce's revenue model. Prospected into named Enterprise accounts such as Delta, NTT Data, TopGolf, Michelin.
- Successfully initiated \$5M+ of Annual Contract Value(ACV) leading to 100% monthly quota attainment.
- Identify and build a pipeline through prospecting methods, cold-calling, booking meetings, and conducting initial discovery meetings.

**Oversight Systems, Smyrna, GA**

*Strategic Enterprise Account Executive*

**May 2016 – July 2017**

- Generated \$1.8M in revenue by selling solutions to Global Fortune 1000 companies resulting in 150% annual quota attainment.
- Rookie of the Year; closed \$1.2M of ACV in 8 months within initial 12 months of onboarding with companies such as Fidelity Investments, Michelin, Cardinal Health, Booz Allen Hamilton, and Novelis.

*Account Development Associate*

**January 2016 – April 2016**

- Scheduled and conducted initial interactions with prospects and communicated the value of Oversight's solution for T&E, P-Card, FCPA, and AP Audit to experienced professionals ranging from Director to C-level executives of Fortune 1000 companies
- Consistently exceeded monthly quota expectations by generating and qualifying over 1000 leads.

**Red Clay Consulting, Atlanta, GA**

*Associate Implementation Consultant*

**January 2015 – October 2015**

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## COMMUNITY ENGAGEMENT

**RAS - Dancer, Judge, Choreographer**

**August 2012 – Present**

- Co-Captain of Emory University Nationally ranked Raas/Garba dance team. Invited to judge annual national competitions.

**Saint Alphonsa Catholic Church**

**May 2006 – Present**

- Career Counselor; Leadership spokesman; Dance Captain; Basketball captain-Top 5 in National League of 40 teams.