

# Bengie Escusa

*Performance earns attention. Understanding earns trust.*

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PROFILE

7+ years in SaaS sales and frontline leadership across HubSpot, Miro, and SureCo. I combine MEDDPICC, Gap Selling, and executive discovery to align complex buying groups and move enterprise deals forward.

SELECTED WINS

|                   |                   |                    |                       |
|-------------------|-------------------|--------------------|-----------------------|
| 177%              | 156%              | #1                 | 600%                  |
| Q1 '26 attainment | FY '25 attainment | HubSpot onboarding | SureCo revenue growth |

EXPERIENCE

HUBSPOT

## Senior Mid-Market Account Executive

Sep 2025 – Present / Austin, TX / Remote

177% Q1 '26 / 156% FY '25 / Winners Circle / #1 onboarding

- Led a five-month competitor replacement for a software company, building buy-in from individual contributors through the CEO across marketing, sales, and service.
- Used a Trumpet deal room to align legal and procurement on a full HubSpot customer platform decision; framed value around pipeline, conversion, and customer satisfaction.

MIRO

## Corporate Account Executive

Jan 2025 – Sep 2025 / Austin, TX / Hybrid

110% attainment / #2 of 20 reps / \$34K largest ARR deal

- Won a key account in a two-organization consolidation evaluation, engaging individual contributors through the CEO on access, governance, licensing, and renewals.
- Co-sold with AWS partners and built available AWS Marketplace credits into the commercial strategy; developed a case for product and engineering efficiency.

SURECO

## Sales Manager / Enterprise AE / Senior AE

Aug 2020 – Jul 2024 / Orange County, CA

600% revenue lift / \$420K new ARR / FY '21 #1 of 30+ / Led 10

- Led ten AEs and SDRs through coaching and qualification changes that contributed to 600% revenue growth.
- Prospected and closed enterprise business through broker-led cycles; promoted from Senior AE to Enterprise AE.
- Co-sold with a national brokerage (~20K employees) on an ICHRA evaluation with a 40K+ employee insurer; positioned SureCo as the proposed technology partner.

EARLIER    Advantage Solutions – Professional & Executive Sourcer / HR (2018–2020)

METHODS, EDUCATION & CREDENTIALS

MEDDPICC + Gap Selling / Challenger / Command of the Message  
Pittsburg State University – MBA Marketing candidate (expected 2027) / Wharton – AI for Business and Business Analytics  
Cal State Fullerton – BS Kinesiology / Google BI & Cybersecurity / Anthropic AI Fluency  
AWS Cloud Practitioner Essentials – verified Coursera credential