SAMUEL HEYS

Full-Cycle B2B Sales | Fintech, Capital Markets & AI Software

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PROFESSIONAL SUMMARY

B2B sales professional with six years' experience, the strongest of it in financial services. Finished at **140% of target** at WBR, selling to senior trading and investment buyers at global banks and asset managers, including **State Street Global Advisors** and **Edmond de Rothschild**. Most recently ranked **#1 of 10 UK BDMs** at ATAG as the only rep covering London and the South East, and before that generated pipeline for an AI trading-analytics platform at Attix AI (**35% above target**). Builds market-analysis apps with AI coding tools, giving hands-on understanding of how AI and data products work. Looking for an Account Executive role at a fintech, market-data or AI software company.

KEY ACHIEVEMENTS

- **140% of target** at WBR, closing senior trading and investment buyers at **State Street Global Advisors** and **Edmond de Rothschild**, and building **£25k–£40k+** of monthly revenue from a standing start.
- **Ranked #1 of 10 UK BDMs** at ATAG as the only rep for London and the South East, growing active accounts from **34 to 61** after churn.
- **35% above target** at Attix AI, generating **£60k–£80k** of qualified pipeline a month, with **84%** of booked meetings accepted by Account Executives.
- **30–40 deals a month** closed at Bionic in a fast-paced inbound sales role.

PROFESSIONAL EXPERIENCE

Business Development Manager — Oct 2025 – Jul 2026

ATAG Heating Technology | Remote, London & South East

- **Ranked #1 of 10 UK BDMs**, growing active accounts from **34 to 61** after churn.
- Only rep for the territory, with no inbound leads: found, qualified and closed every new account.
- Persuaded installers to switch from their usual merchants to ordering direct through ATAG's digital platform.
- Worked to a monthly target of five new and five won-back accounts, re-engaging customers who had stopped ordering for two months or more.

Delegate Sales Executive — Oct 2024 – Oct 2025

Worldwide Business Research (WBR) | London

- Finished at **140% of target**, building **£25k–£40k+** of monthly revenue from a standing start.
- Sold delegate and sponsorship packages for **TradeTech Europe** and **FILS EU**, capital markets conferences for buy-side and sell-side trading teams.
- Closed senior buyers at **State Street Global Advisors** and **Edmond de Rothschild**, selling to several people in each firm: Heads of Trading, Portfolio Managers and Senior Quant Analysts.
- Met C-suite attendees face to face at TradeTech (Amsterdam) and FILS EU (Paris), securing their attendance at future events.
- Sold on the value of the agenda (trading technology, execution and market structure), matching each package to the buyer's priorities rather than competing on price.

Business Development Representative — Feb 2023 – Oct 2024

Attix AI UK | London

- Finished **35% above target**, generating **£60k–£80k** of qualified pipeline a month for subscriptions worth **£5k+** a year.
- Booked meetings through outbound prospecting for **TradeAlgo**, an AI trading-analytics platform, with **84%** accepted by the Account Executives.
- Worked with marketing to sharpen outreach messaging and turn more leads into sales opportunities.

Inbound Sales Consultant — Feb 2021 – Feb 2023

Bionic | London

- Closed **30–40 deals a month** (**£15k–£25k** monthly revenue), selling business energy and telecoms to UK small businesses.
- Kept pipeline, reporting and cross-sell tracking accurate in Salesforce.

Sales & Team Performance Manager (Fundraiser) **Feb 2019 – Feb 2021**

Shelter UK | London

- Promoted twice in one year, then managed three regional teams, leading training, coaching and daily targets.
- Set a national daily record for new sign-ups in a high-rejection, target-driven role.

AI-BUILT PROJECTS

Meridian Macro | Personal economic-intelligence app **Jun 2026 – Present**

- First build, in Python: tracks **42 economic indicators** (**100,000+ data points**), reads the economic backdrop and flags changes in plain English.
- Being extended into portfolio tracking across shares, indices, crypto, gold and commodities.

Meridian | Suite of three market apps: Macro, Equities and Crypto **Jul 2026 – Present**

- Built with AI coding tools (Cursor, Claude) with no formal engineering background, covering the economy, stocks and ETFs across major markets, and crypto.
- Gives first-hand insight into how investors use market data and AI tools.

CORE COMPETENCIES

Sales: Full-cycle sales, outbound prospecting, pipeline generation, consultative selling, selling to multiple decision-makers, forecasting, closing

Financial Services: Buy-side and sell-side trading teams, banks and asset managers, trading analytics, market data, macroeconomics, crypto

Tools: Salesforce, Oracle CRM, AI coding tools (Claude, Cursor)

EDUCATION & QUALIFICATIONS

- **A Levels:** ABB
- **TEFL Qualification**, followed by extended travel across Southeast Asia
- **FA Qualified Referee** (County Level), active since 2022

INTERESTS

Financial markets, macroeconomics and Bitcoin; personal investing; geopolitics and European defence; competitive football.