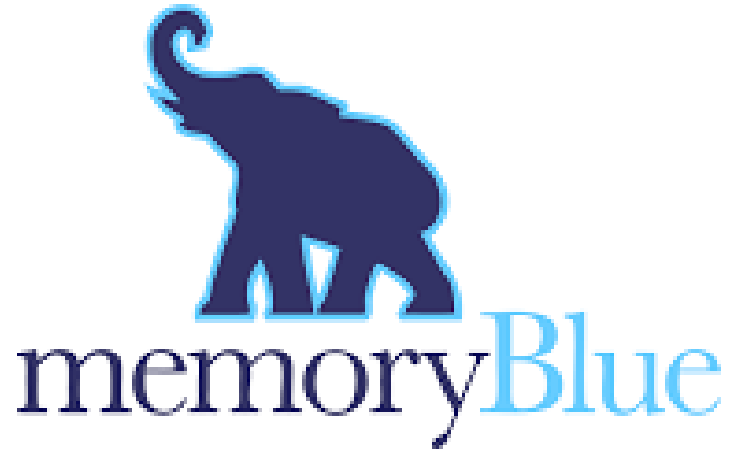


2019 Alumni of the Year Award

Finalist Information – Ashley Lounsbury



Ashley Lounsbury

Enterprise Account Executive
Tableau
memoryBlue Exit Year: 2013



2018 Opening Highlights:

Ashley's success included the following key metrics –

- ▶ Achieved 140% annual quota attainment in license revenue, ranking 12th among 113 person team
- ▶ Achieved 801% annual quota attainment in services revenue, ranking first among 113 person team.
- ▶ Sold one of the largest commercial deals in the company, which was highlighted at annual company meeting in front of over 2,000 sales team members
- ▶ 2018 successes led to promotion in January, 2019 to Enterprise Account Executive, a position that usually requires 10+ years of experience

Her work also included leading a team in charge of managing strategic accounts in the mid-Atlantic region.



Ashley Lounsbury

Finalist Application -- Q & A



#1: Explain why you deserve to be memoryBlue's 2019 Alumni of the Year. Expand on information from your initial application (where possible).

- ▶ I deserve to be memoryBlue's 2019 alumni of the year because 2018 was a transformational year for me. After leaving memoryBlue, I briefly left sales for a customer success role at a DC startup, TrackMaven, where I was responsible for retaining and growing customers. I was successful in the role, however, it became clear to me that my success was due to my sales skills, so I left TrackMaven in 2016 to start over in sales at Tableau. My first role was an inside seller as part of a team-selling model, for some of Tableau's most strategic financial services customers. After a little over a year in that role, I was promoted into a Commercial Named role for 2018.
- ▶ I deserve to win because 2018 was the year where I applied all of my experience to date and drove exceptional sales results and earned myself a great promotion. I applied the discovery and lead generation techniques I learned at memoryBlue to uncover new business and understand Tableau's impact on my customers. I applied the skills I learned in customer success about how to nurture a customer post-sale in order to lead to the next sale. I applied the skills I learned in how to deal with an unhappy customer and turn that into an opportunity to strengthen and build on the relationship. I applied the skills I learned as an inside team seller around utilizing internal and external resources to fully-support an account. I also applied my experience working with massive accounts where a strategic selling motion is required, knowing how to think big and broad about an account, how to attack it, and how to multi-thread and build contacts and sponsors across different business lines and IT, all to ultimately help a customer go organization-wide with Tableau.

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Ashley Lounsbury

Finalist Application -- Q & A



#1: Explain why you deserve to be memoryBlue's 2019 Alumni of the Year. Expand on information from your initial application (where possible).

- ▶ The application of these skills and strategies set me apart from my peers. In my first year in role, I achieved 140% annual quota attainment in license revenue – ranking 12th in attainment across a 113 person USCA Commercial team. I achieved 801% annual quota attainment in Services revenue, ranking 1st across 113 person USCA Commercial team. As part of those achievements, I sold one of the largest commercial deals of the year which ended up getting highlighted at our sales all hands in January 2019 in front of our 2000 person sales team. After 1 year as a commercial seller, I interviewed for and was promoted to our field enterprise team starting in January 2019, a role that typically requires at least 10+ years of enterprise experience. I'm now leading an account team managing some of our most strategic customers in the MidAtlantic region.

Ashley Lounsbury

Finalist Application -- Q & A



#2: What is one thing you do that differentiates you from other sales professionals?

- ▶ I focus on my customer and think creatively about how to help them achieve their goals. I truly care about my customer's success. The best part of my job is when a customer tells me that I've helped them and that drives me.
- ▶ For example, I worked with a small nonprofit last year that helps people get better access to health care. They are using Tableau to provide a portal to their member clinics that enables the clinics to provide better care. When my customer officially launched their portal, they sent me a note thanking me for the partnership and appreciating the work we put in to help them go live even with some stumbling blocks along the way. While not a huge account – I maybe got 20k in bookings from them last year, I found it personally gratifying that I helped them and their mission. That helps drive me forward to continue to help my customers and I believe helps me build a higher level of trust with my own accounts.

Ashley Lounsbury

Finalist Application -- Q & A



#3: What key things did you do to develop professionally in 2018?

- ▶ In 2018, I developed and honed the skills I learned in previous roles (discussed in a previous answer), and applied them to my role in 2018.
- ▶ The biggest new skill I developed in 2018 was identifying how and when to use external partners to support a client holistically and help our customers see a vision for a solution to their problem and then actually implement it.

Ashley Lounsbury

Finalist Application -- Q & A



#4: How are you serving as an ambassador for memoryBlue?

- ▶ There are two ways I serve as an ambassador for memoryBlue. First, I often share the story of how memoryBlue was foundational for my career. I've spoken with a few recent college grads who are navigating finding their first jobs about memoryBlue and the impact it had on me. I would never have gotten my second role at TrackMaven were it not for what I learned at memoryBlue and the great reputation memoryBlue alumni had with the hiring manager.
- ▶ The second way I serve as an ambassador is by helping expand memoryBlue's client-base. While I worked at TrackMaven, I helped recommend memoryBlue to help us with outbound lead generation. Not only did we engage memoryBlue for several months, but we hired several people from that engagement. Most recently, I've recommended memoryBlue to a friend's startup. They just finished their seed round and are still a little early to engage, but will certainly have an initial conversation when they are ready.

Ashley Lounsbury

Finalist Application -- Q & A



#5: What one piece of advice would you give to someone that is brand new to sales?

- ▶ It is okay not to know everything! The sooner you get comfortable with that, the more open you'll be to ask any questions of your customers and also ask your peers for help. Both are crucial to succeeding – understanding your customer's business and getting help from people with different perspectives. When you're new to something, it can feel like you're showing weakness or your inexperience by asking questions, but not only is that not true, it doesn't matter. What matters is you're learning and growing and getting the information you need to succeed and help your customers succeed.

Ashley Lounsbury

Finalist Application -- Q & A



#6: Give an example of how you exhibited mentorship or leadership in 2018.

- ▶ In 2018, my team went through a period of exciting and intense change. We launched a new product and completely new pricing model. By end of Q3, my team was tired and we needed a different approach to get motivated for the end of quarter push. To motivate the team, 3 team mates and I held a rep-only huddle to focus on the opportunity ahead.
- ▶ We acknowledged what was tough about the months prior, joked about the same suggestions that are made to get every last dollar at end of quarter, and challenged the team to think about what will motivate THEM in the final push and celebrate those things – not just the dollars. The feedback from the sales floor was awesome with quotes like “best inspirational meeting I’ve ever been to” and “everyone needed a little jolt going into the sprint, this hits the mark”

Ashley Lounsbury

Finalist Application -- Q & A



#7: Share a specific example of how you exhibited HUSTLE in 2018.

- ▶ During the last few weeks of 2018, I had already hit my quota, but my greater team hadn't hit yet and we were forecasting a miss. I reached out to every customer to figure out what, if anything, we could pull forward while keeping a tight pulse on the remaining small transactional deals I had remaining so nothing slipped.
- ▶ I even sent my Director an email at 10pm on 12/27 with an update on a 6k opp and she responded "That's exactly the spirit! Every deal counts and they make a difference. Thank you for your continued focus and hustle, Lounsbury!"

Ashley Lounsbury

Finalist Reference: Brandon Lewis

Relationship: Sales Manager, Strategic Growth at WeWork (Sales Manager at Tableau for 2018)



- ▶ As Ashley's former manager in 2018 who worked closely with her on her accounts, her customers, her strategy, her career plan - I can tell you she deserves every award relating to sales professionalism and accomplishment.
- ▶ Ashley brought an incredible level of passion, hard work, innovation, and strategic thinking to our team every single day. She fiercely defended the Tableau value proposition to her customers. She's relentless in her customer focus. She prepares for her calls and meetings like no one I've ever managed before.
- ▶ One of my favorite moments last year, was when she wanted to do an account review of Shake Shack with myself and a senior leader. Ashley walked in, grabbed a whiteboard marker and sketched out everything she knew about the account - the departments and people she was talking to, their use cases, the actions she had taken to date in the account, and how it all connected together and was related to what she wanted to do with the account - in 4 minutes she masterfully outlined the account for us. Then, she turned to us and said "this is what I am thinking and I'd like to get your input" and outlined what her plan was with the account and what she wanted to do. We had an incredibly fruitful discussion of the account because of her preparedness, knowledge of the account, and the ideas she brought. It allowed us, as a team, to think creatively about how we, as a team, attack the account. It was the work of a seasoned account executive. It made me realize that I needed more of that kind of thinking on my teams. It also made me realize that Ashley would be better suited to manage a higher value piece of the business, as putting her in front of the highest opportunity accounts would yield the highest amount of sales.

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Ashley Lounsbury

Finalist Reference: Brandon Lewis

Relationship: Sales Manager, Strategic Growth at WeWork (Sales Manager at Tableau for 2018)



- She makes the team better, she makes me a better leader, and with her on my team I have confidence that she'll leave it all on the field and put in a stellar performance. It's a good feeling to be able to know that you've got sales professionals on your team that will not just meet their goals, but over deliver.
- She cares about her craft, and is committed to improving and being the best she can be. I'll leave you with this - I recently took a new role at a new company, managing a team of strategic sellers. If I could steal just one salesperson, in all of Tableau, to come join my new team, it would, without question or hesitation, be Ashley Lounsbury. Good luck!