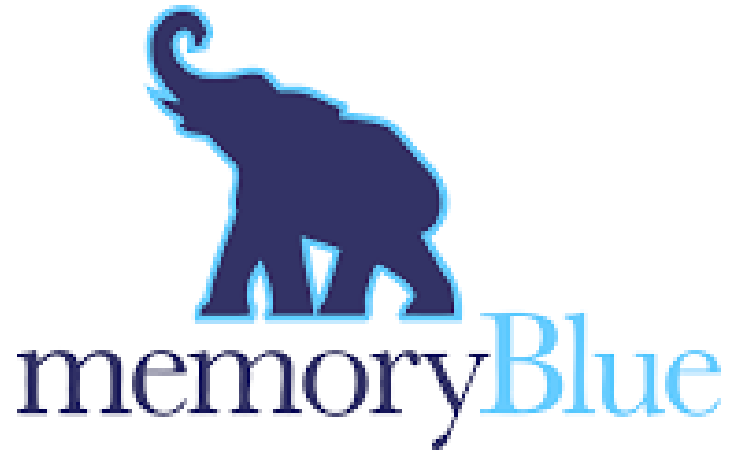


2020 Alumni of the Year Award

Finalist Information – Matt Bright



Matt Bright

Director, Federal Sales
Snyk
memoryBlue Exit Year: 2014



2019 Opening Highlights:

Matt's success included the following key metrics –

- ▶ Surpassed annual sales quota of \$1M by reaching \$1.88M in closed deals at the end of October, including the biggest new deal in company history (Recorded Future).
- ▶ Earned President's Club for the 5th straight year (Recorded Future).
- ▶ Accepted Director role (leadership position) at Snyk in November on the strength of outstanding success with Recorded Future.



Matt Bright

Finalist Application -- Q & A



#1: Explain why you deserve to be memoryBlue's 2020 Alumni of the Year. Expand on information from your initial application (where possible).

- ▶ 2019 was an incredibly productive year for me, both in sales accomplishments and professional growth. I started the year as the New York Enterprise Account Executive for Recorded Future, and ended the year as a Director of Federal Sales for Snyk.
- ▶ At Recorded Future, my job responsibilities for focused on working a list of 90 accounts that had no previous relationship with Recorded Future. I was responsible for prospecting, running long complex deals (typically averaging 9+ months), and closing those deals. My quota was over \$1M, and by the end of October I had closed \$1.88M. I easily surpassed my quota, which allowed me to make President's Club for the 5th consecutive year.
- ▶ Included with the total quota attainment, was the biggest net new deal in company history (surpassing my previous mark in 2017). I loved this deal because of how complex it was. I had started working this deal in 2018, and I needed to get a ton of stakeholders involved. By the end of the deal, we had talked to over 7 different teams and their key stakeholders, Executive Directors, and C Level Executives to get buy-in.
- ▶ In addition to the complexity of the deal, we were able to truly identify their pain and offer a solution that helped. I'm very proud of this deal and the relationships that were developed during the process, which I still maintain today after the deal has been completed.

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Matt Bright

Finalist Application -- Q & A



#1: Explain why you deserve to be memoryBlue's 2020 Alumni of the Year. Expand on information from your initial application (continued).

- In November of 2019, I decided to transition roles to another company, taking on a Federal leadership position in an emerging startup, Snyk. I had a 4.5 year run at Recorded Future and grew tremendously, just as the company did. However, I wanted to continue to push myself and find a new challenge, and found the perfect fit with Snyk.
- My responsibilities included getting a BDR team setup, building a team, building channel, growing our current accounts, and full sales cycle for new opportunities. This was a new experience for me, and something that I needed to hustle incredibly hard on.
- Within the first two months, I was able to accomplish a lot of the initial steps of getting the Federal motion up and running, and have put the pieces in place to have a successful 2020.
- What I'm also proud of is how I left Recorded Future, which I think is a difficult thing not often talked about. I did not take any time off through my transition (last day on a Friday and started the following Monday), and still had a great pipeline for the Recorded Future team to work. In fact, an additional \$400K came from the deals I was working, which I'm happy to say was properly forecasted. Not leaving a company high and dry upon departure was something that was very important to me, and I consider it a professional accomplishment.

Matt Bright

Finalist Application -- Q & A



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

- ▶ I am absolutely relentless when it comes to prospecting, and advocate heavily for this mentality with all reps. I've had endless conversations with other sales reps about the value of outbound prospecting, and I'm always surprised when I see pushback on this. I am a firm believer that prospecting is the single most important thing that separates an A-rep to a B-rep and below.
- ▶ While I absolutely train and learn bottom of the funnel activities, I'm still consistently focused on top of funnel activities and best practices. My personal belief is that any deal that is closed from marketing or inbound leads is absolute gravy, but you should be able to hit your number from deals that were proactively prospected.
- ▶ I'm happy to say that this past year was no exception, with the deal that defined my 2019 success being an outbound deal.

Matt Bright

Finalist Application -- Q & A



#3: What key things did you do to develop professionally in 2019?

- ▶ I made a huge effort to get out of my comfort zone in 2019. I've always been strong as an individual contributor and being able to get a deal over the line, but this year I focused a lot more on my leadership.
- ▶ While I was at Recorded Future, I focused much more on how I worked with my teammates and could help elevate the team's effectiveness as a whole. I made sure to speak up during team meetings to help share best practices, and took lead on pushing the envelope for new messaging and product offerings.
- ▶ When I made the change to Snyk, I immediately jumped into a leadership role and needed to define the strategy for a new market. This was a totally new space for me, but, but an absolutely incredible learning experience. I made sure I was learning as much from my network as possible, meeting with 3-4 people per week within my sales ecosystem, picking their brain on suggestions and best practices.
- ▶ A previous boss of mine said your best years are where you're earning and learning. This past year was absolutely a great year for both.

Matt Bright

Finalist Application -- Q & A



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

- ▶ I think the biggest way to be an ambassador for memoryBlue is to carry the ethos of the company with you. I believe it's incredibly important for continuous learning for BDR's and building a skillset that makes them successful as BDRs but also as reps.
- ▶ While I was at Recorded Future, I always pushed our BDRs to listen to Sandler and be as curious as possible when they sit on their calls. I also was a huge advocate to get BDR's promoted and out into the field, should that be the path they choose.
- ▶ Same point as the last question, but worth repeating, I have always been an active prospector and that's something that I believe very strongly with as well. When reps talk about their pipeline and how they'll hit their number, I usually have the feedback of, "you need to build more pipe".
- ▶ It's this kind of mentality that I think separates memoryBlue alumni and people that truly came from a strong BDR background. If you've had the experience, you know just how valuable it is to build a strong pipeline. If you haven't had that experience, I've seen a lot of folks get analysis paralysis over the few deals they have, and they're scared to pick up the phone to get new opportunities in the pipe.

Matt Bright

Finalist Application -- Q & A



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

- ▶ Learn a sales methodology. I think that's one of the best things that memoryBlue provides to its employees, instilling a strong background in a sales methodology so that everyone can speak the common tongue.
- ▶ At the end of the day, it doesn't matter if you're Miller Heiman, Sandler, SPIN. However, if you try to learn sales without the fundamentals in place, it's like trying to build a plane mid-flight. Learn a sales methodology, and then start building off those core fundamentals.
- ▶ There's SO much good content out there (Gong is absolutely fantastic, Chris Voss, John Barrows, Brian Burns, and tons of others). However, if you don't have the fundamentals in place, you're just taking small tidbits of advice without understanding the philosophies behind it.
- ▶ Gong may say not to open a call with "did I catch you at a bad time?". That could be great advice, but you need to tie it back to the upfront contract from Sandler to understand where it fits in. Chris Voss may say to ask a follow-up question a certain way, but you need to be able to tie it back to the pain funnel. Once you have a foundation in place, you can add to your game tremendously.

Matt Bright

Finalist Application -- Q & A



#6: Give an example of how you exhibited mentorship or leadership in 2019.

- ▶ The best example of my leadership and mentorship in 2019 has been the success of my previous BDRs as they elevate their sales careers. I was always a sales rep who worked very closely with my BDR, and wanted them to develop a similar viewpoint on sales in regard to prospecting and continuous learning.
- ▶ Luckily, I've had some great BDRs in my professional tenure and they've done great things in the field. This past year I had two previous BDRs make it to President's Club, and one BDR get promoted to the field.

Matt Bright

Finalist Application -- Q & A



#7: Share a specific example of how you exhibited HUSTLE in 2019.

- ▶ The best example of HUSTLE this past year was when I took on the new role at Snyk. I had a ton of responsibilities to get the go to market started for Federal, and had learning curve of a new company, product, processes, etc.
- ▶ I knew how important it was for us to hit the ground running on outbound activity, so was working extra time to build lists for our BDRs to target, create messaging for a drip campaign, and doing outbound prospecting.
- ▶ Even with the added responsibilities of building the team, I was able to get a list of over 1500 targets built out, booked over 20 meetings, and started over 10 active opportunities in the first 45 days. This is exactly the kind of mentality that memoryBlue looks to instill in their employees, and it's the reason why I expect to have success in 2020.

Matt Bright

Finalist Reference: Sarah Goode

Relationship: Account Executive at Recorded Future (previous Direct Report/Colleague)



Matt and I have worked very closely together over the last two years and I am honored to be his professional reference for the memoryBlue Alumni of the Year award. When I joined Recorded Future in 2018, it was my first job in the corporate world and I was supporting Matt as his BDR. He had just taken on a new territory and was building out a patch from scratch.

He was incredibly supportive and helpful as I got started, even though he was still responsible for closing business immediately in the new patch. What I really appreciated was his commitment to teaching. Matt was always giving me calls after our meetings and debriefing how the call went, what I learned and how I'd recommend next steps.

Those debrief calls were incredibly valuable for me as I was getting started in technology sales and I learned strategies that I still bring to my own calls today. Matt also was not afraid to get his hands dirty with prospecting of his own- which helped me as a BDR getting my feet on the ground. He would help craft emails, LinkedIn messages, and would even sit in on calling sessions when he was up in the Boston office.

He was also incredibly supportive of helping me get promoted internally. Matt was never shy to alert the team to a great meeting I set or a new technique I used to get the meeting. He also served as an internal advocate to Management which helped my efforts tremendously. He provided me with the opportunity to run my own calls, and provided constructive feedback, as I did for him. He even let me attend and participate in on-site visits- which truly helped build my confidence.

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Matt Bright

Finalist Reference: Sarah Goode

Relationship: Account Executive at Recorded Future (previous Direct Report/Colleague)



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Once I was promoted, Matt took on a new BDR in 2019 and had to restart the process all over again. I still maintained a strong connection with him and would discuss deals with him which was extremely helpful.

I went through my career path journey to highlight Matt's commitment to BDR's as the reason he should be memoryBlue Alumni of the Year. I was actually unfamiliar with what memoryBlue was until he asked me to serve as a reference, but he absolutely does everything he can to lift up his BDR and support their efforts.

He was always a top rep and someone who we looked up to on the Enterprise Sales team, but he also was one of the most approachable and genuine reps we had. Sure, he closed big deals and that was always something that the reps and BDRs admired, but the fact that he went out of his way to teach and help me elevate my career...that is something that I always appreciated. It truly helped him stand out on our team and at our company.

He had the same type of relationship with the BDR who followed me and we're now both in the field. To sum it up...Matt has always been a very strong advocate for BDRs and a true role model. I'm sure Matt and my path will cross again in future companies and I'll look forward to working with him again.