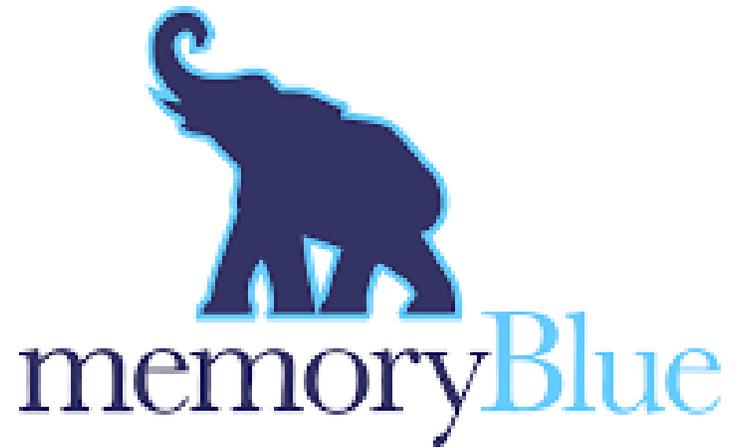


2021 memoryBlue Phenom Award

Finalist Information – Caroline Sullivan



Caroline Sullivan

Inside Account Executive, State and Local
Government

Rubrik

memoryBlue Exit Year: 2020



Sales Highlights:

Caroline's success has included the following key metrics –

- ▶ **Highlight #1** - Had the challenge of hitting two quotas for both the SDR and IAE position. Achieved **both** by **108.33% (SDR)** and **222.79% (IAE)**, while generating **~\$3 million** in **net new pipeline** in that same quarter.
- ▶ **Highlight #2** - In the same quarter, received **both** the **Top Public Sector Sales Representative Award** and the **Top Sales Excellence Award** out of all the North American sales representatives.
- ▶ **Highlight #3** – Generated **\$16+ million** in pipeline for both my field reps and myself within 12 months.
 - ▶ (Sales Cycles range from ~6-12+ months)



Caroline Sullivan

Finalist Application



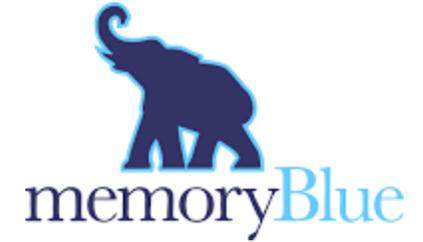
#1: Explain why you deserve to be memoryBlue's 2021 Phenom Award Winner. Add and/or expand on information from your initial application (where possible).

I believe that I deserve memoryBlue's 2021 Phenom Award for the following reasons:

- ▶ Top Inside Sales Representative Performer.. while Establishing a New Team Legacy
 - ▶ Coming to Rubrik, Sorab Kazimi (another mB Alum), and myself were tasked in establishing the State and Local Government side of the Public Sector Vertical from an SDR standpoint. Brand new team and manager with the territories being *half of the country per person*.
 - ▶ The team has now **grown from 4 reps to 11** in just a year.
 - ▶ Support **over 10 Account Executives** (over time) spanning over the entire eastern half of the United States (State and Local Government Vertical).
 - ▶ Was highlighted as the **Top Cold Caller** (at least 300 dials weekly), and Pipeline generator (**average \$4 million quarterly**) through Cold Calling.
 - ▶ Assist in the onboarding and coaching of new SLED-specific Sales Reps in terms of messaging, weekly one-on-ones (or whenever needed), creating team email cadences and other resources for the team to utilize
 - ▶ Run trainings to new reps on how to prospect and market yourself & Rubrik over LinkedIn & other social media outlets
 - ▶ **First** Public Sector SDR elevated to establish the Inside Account Executive role within the Public Sector (SLED East).
 - ▶ **First** SLED East-specific Inside Account Executive on the Inside Account Executive Team

Caroline Sullivan

Finalist Application



Answer continued...

- ▶ Involved in Women at Rubrik (W@R) virtual events. These events welcome the women here at Rubrik, as the tech-industry is still a very male-dominated industry, to share ideas, meet and greet one another and to help grow the female presence.
- ▶ Strategically align with various channel partners to exchange knowledge on accounts, bring one another opportunities, and continue to network and grow throughout our “patches.”
 - ▶ Weekly one-on-ones with various channel representatives to account map, provide updates, schedule in-person/virtual events and ensure they feel part of the Rubrik family.
- ▶ Nurture and schedule “Health Checks” with current customers to ensure they’re having a great experience and to explore “refresh”/ expansion opportunities.
- ▶ **High-Level Stats & Accomplishments:**
 - ▶ Total Meetings Set, SDR (July 2020 – July, 2021): **311**
 - ▶ All-Time Pipeline Created: **\$22.1 Million**
 - ▶ All-Time Total Bookings: **\$1.75 Million**

Kind Words from Colleagues:

"Caroline Sullivan exemplifies every aspect of a top performer - driven, organized, collaborative and persistent. As a top SDR, she continuously exceeded her goals, while raising the bar of the entire team to record performance levels. Now, recently promoted to an Inside Account Executive, she is the role model for all future SDRs within Rubrik." - Brian DeRosa, VP Global Sales Development, Insides Sales and Customer Success



Brian DeRosa

Vice President, Global Inside Sales and Renewals at Rubrik

E [REDACTED] M [REDACTED] W www.rubrik.com

Awesome work Caroline! Thanks for all the contributions you are making to the team. Keep it up!



Jared Vichengrad

US Director - State & Local Government, Education at Rubrik

Just wanted to recognize the hard work Caroline has been doing in our patch.

We are getting more meaningful meetings and building some near and long term pipeline.

Kudos!



Denny [REDACTED]

Account Executive- State, Local Government and Education at Rubrik

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