

Jenna Clark

ENTERPRISE SALES · SAN FRANCISCO

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Enterprise media and marketing sales leader with a decade in tech — a \$3M+ portfolio of the industry's most recognized technology companies, led from San Francisco. Director-level scope; Sales Manager title.

EXPERIENCE

Informa TechTarget

Dec 2024 – Present

Sales Manager

Moved from a territory book to the named-account model through the Informa Tech / TechTarget merger — coordinating clean client handoffs between merging business units — and now carries a \$4.7M goal across 12 designated enterprise accounts, with a new product line taken on and 2026 strategic plans built with clients.

110% of H1 target · \$4.7M goal across 12 named accounts

Informa Tech (formerly UBM Tech)

Jul 2019 – Dec 2024

Sales Manager

Owned digital revenue growth across the Northwest and California for the enterprise IT and cybersecurity brands — Dark Reading, InformationWeek, Network Computing, ITPro — building demand-generation and integrated campaigns for clients including Microsoft, AWS, Splunk, Rubrik, Qualys, and Cloudflare.

\$3M+ territory · 38→54 accounts (+42%) in one year · +28% revenue YoY · \$100k average account

UBM Tech

Aug 2018 – Jul 2019

Business Development Executive

Built and led new-business development for an emerging customer segment — self-sourced pipeline from first conversation through closed revenue, across the events and media portfolio.

Revenue targets met · new customer segment established

UBM Tech

Aug 2016 – Aug 2018

Sales Operations CSE, promoted to Senior CSE

Directed sales data and operations for Black Hat and Game Developers Conference — running Salesforce reporting and audits, directing cross-departmental workflow across the teams behind both events, and building and delivering training for new sales hires.

Event Enabler Award 2017 · ExCo Special Recognition Award 2017

Wells Fargo Home Mortgage

Oct 2011 – Jul 2016 · Minneapolis → San Francisco

Home Loan Sales Processor

Managed a high-volume portfolio of home-loan customers — underwriting, appraisals, and closings — in a heavily regulated business.

Selected for multiple loan pilot teams · consistent record of exceeding goals

SKILLS

- Territory & enterprise account management
- New business development
- Solution selling
- Demand gen & integrated campaigns
- Negotiation & closing
- Salesforce & sales operations

EDUCATION & RECOGNITION

- B.A. Communication · College of Saint Benedict
- Event Enabler Award, 2017 — UBM Tech leadership
- ExCo Special Recognition Award, 2017
- Promoted twice within the same company (2018, 2019)

Every figure and date matches linkedin.com/in/jcclark1. Manager and client references on request — hello@jennacclark.com. Case notes behind the numbers: jennacclark.com/field-guide.