

TERA L. FITZER

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PROFESSIONAL SUMMARY

Results-driven Senior Sales Executive with 22+ years of progressive experience in enterprise technology, pharmaceutical, and residential real estate sales. Proven track record of exceeding quota at Gartner for 8 consecutive years, including 215% attainment and multiple President's Club awards. Skilled at building C-level relationships, managing \$1M+ book of business, and winning net-new logos in complex, consultative sales environments. Consistently recognized as a top performer across every organization.

CORE COMPETENCIES

Enterprise & Strategic Sales	New Business Development	Territory Management
C-Level Executive Engagement	Account Retention & Growth	Cross-Functional Leadership
Challenger & Value Selling	Contract Negotiation	Pipeline & Forecast Accuracy

PROFESSIONAL EXPERIENCE

Fischer Homes

Mar 2024 - Present

Senior Sales Representative

Cincinnati, OH

- **Closed 28 homes in 2025 with a 4.40/5.0 performance score**, achieving 100% customer recommendation rate and 93% mystery shopper score
- Maintained 100% prospect contact rate within 30 days and 98% task completion within 8-day SLA
- Achieved a sale every month (12 of 12 months) with only 6.67% cancellation rate

Gartner

Apr 2021 - Jun 2022

Senior Sales Executive, Supply Chain

- Established and expanded partnerships with C-level supply chain executives at Fortune 1000 companies

Seismic Software, Inc.

Feb 2020 - Jul 2020

Senior Director, Enterprise Sales

6-State Territory (IN, MI, MN, OH, PA, WI)

- Sold sales enablement software to \$1B+ revenue enterprises; managed full lifecycle from prospecting through close
- Led internal "deal teams" to customize demos, pricing, and contractual agreements; upsold solutions via thought leadership

Gartner

Feb 2019 - Jan 2020

Senior Sales Director, Enterprise Financial Services

Midwest USA

- Sold Gartner services to investment banks, PE/VC firms (\$5B+ AUM) using Challenger Sale methodology at C-level
- Managed \$800K-\$1.5M of contract value; booked \$982K (90% of blended quota) in transitional year
- **Saved 11 of 13 at-risk contracts valued over \$1M** in annual revenue; converted 10 of 11 to multi-term service agreements
- Closed 4 deals over six figures including 1 deal exceeding \$300K

Gartner

Nov 2011 - Jan 2019

Senior Sales Executive, Enterprise Healthcare

OH, IN, KY

- **2x President's Club / Winner's Circle honoree** (2014, 2016); Winner's Circle also awarded in 2012
- **Achieved 215% of annual quota in 2016** (\$1.8M booked); 154% in 2012 (\$1.95M + \$669K consulting)
- Exceeded or met quota in 6 of 8 years; consistently managed \$800K-\$1.6M in contract value
- Maintained 100% wallet retention in 2012, 2013, 2014, 2018, and 2019
- Won 7 net new client relationships and grew 15+ organizations past \$100K in contract value
- Additional awards: Six Figure Club (2013, 2014), Team Product Champion (2014, 2015); largest renewals in Americas Healthcare Region (Q4 2013)

Select Quota Attainment:

Year	Quota %	Booked	Consulting	New Business
2018	100%	\$1.557M	—	—

2017	93.4%	\$1.4M	—	\$181K
2016	215%	\$1.8M	—	\$410K
2015	80%	\$1.28M	—	\$130K
2014	100.87%	\$1.148M	—	—
2013	90%	\$1.6M	169% / \$507K	—
2012	154%	\$1.95M	223% / \$669K	—

Abbott Laboratories

Nov 2006 – Oct 2011

Specialty Sales Representative, Endocrinology Division

Ohio & Indiana

- Achieved 100% goal attainment across all products (2011); Regional MVP for % to goal (2008, 2009)
- Implemented the first US market RFID pharmaceutical tracking system (Luprolink® RFID technology) at the clinic level
- Selected for National Advisory Board for RFID product (2010); appointed Regional Field Specialist for RFID launch (2009)
- Appointed District Marketing Specialist (2008–2011); represented Endocrinology at American Urological Association (2008–2010)
- Drove national market share increase (2010) via physician education programs, speaker series, and web conferences

Abbott Laboratories

Oct 2005 – Nov 2006

Specialty Representative, Rapid Response Competitive Markets

South Eastern US

- Traveled full-time to high-risk territories to protect market share for Lupron Depot via data-driven presentations at marquee treatment centers

Takeda Abbott Pharmaceuticals (TAP)

Feb 2004 – Oct 2005

Primary Care Sales Representative

Kentucky

- Promoted five products (Prevacid line) to internists, gastroenterologists, endoscopy nurses, PAs, and nurse practitioners
- Successfully launched two new products; promoted to Specialty Sales Representative based on top performance
- **Won Will Hall Saiyushu Award** for top performance by volume (2004, 2005) and **Excalibur / Winner Club** for annual % to goal (2004, 2005)

The Ethics Centre

Jun – Dec 2003

Coordinator (Work Abroad)

Sydney, Australia

Clear Channel Communications (iHeart Media)

May 2000 – Jun 2003

Account Executive, WGST News-Talk Radio

Atlanta, GA

- Managed portfolio of 20 B2B accounts; developed and presented advertising proposals, campaign reviews, and long-term business plans
- Analyzed market trends, radio station ranking data (reach/frequency), and audience demographics to identify strategic ad fit

EDUCATION

Oglethorpe University

Atlanta, GA

Bachelor of Arts, Communications | May 2003

SELECTED AWARDS & RECOGNITION

- **President's Club / Winner's Circle** — Gartner (2012, 2014, 2016)
- **Six Figure Club** — Gartner (2013, 2014)
- **Team Product Champion** — Gartner (2014, 2015)
- **Regional MVP** — Abbott Laboratories (2008, 2009)
- **Will Hall Saiyushu Award & Excalibur / Winner Club** — TAP Pharmaceuticals (2004, 2005)
- **National Advisory Board Selection** — Abbott Laboratories (2010)