

JOSEPH GOYDISH II

Enterprise Business Development Representative | B2B SaaS

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PROFESSIONAL SUMMARY

NCAA Division I athlete turned enterprise BDR with 3.5+ years sourcing qualified pipeline, opening executive conversations, and improving outbound performance across B2B SaaS. \$1.8M+ in total qualified pipeline sourced, 170%+ peak monthly quota attainment, and a track record of building playbooks that ramp junior reps faster.

SKILLS & TOOLS

Sales Tech: Salesforce, Outreach, Salesloft, Apollo.io, ZoomInfo, HubSpot, LinkedIn Sales Navigator, Gong

Methodology: MEDDIC/MEDDPICC, BANT, Account-Based Prospecting, Executive Multi-Threading, Technical Discovery

Strengths: Cold Calling, Objection Handling, Playbook Development, Sales Coaching, CRM Hygiene & Forecasting

PROFESSIONAL EXPERIENCE

Sales Operations & BDR Specialist

2023 - 2025

Cyberbit - Boston, MA (Remote/Hybrid)

- Sourced \$1.2M+ in qualified enterprise pipeline through targeted account-based campaigns across cybersecurity and simulation-training accounts.
- Drove a 28% lift in discovery-to-opportunity conversion using multi-channel cold call, executive email, and LinkedIn cadences.
- Streamlined Salesforce workflows and lead routing, improving forecast visibility by 22%; ran weekly Gong call clinics for the team.
- Event Organizer & Team Acquisition Lead for the FS-ISAC International Cyber League Financial Cup 2023, recruiting tier-1 banks, investment firms, and insurers and coordinating live incident-response simulations.

Senior BDR & Team Pod Lead

2022 - 2023

Fortify Data - Kennesaw, GA

- Ranked #1 BDR company-wide for 6+ consecutive months at 170%+ monthly quota attainment, booking 30%+ more executive demos with C-level security leaders.
- Generated \$600K+ in qualified pipeline across Cyber Risk Quantification (CRQ) and Third-Party Risk Management (TPRM) verticals.
- Authored outbound playbooks and objection talk tracks that cut new-rep ramp time by 20%; coached 4+ junior BDRs while remaining top-decile in personal production.

Inside Sales Representative

2021 - 2022

Fortify Data - Kennesaw, GA

- Executed 100+ customized daily touchpoints via cold calling, email sequences, and social selling to drive new-logo acquisition.
- Qualified prospects on technical security posture, compliance demands, budget, and decision timeline using BANT and MEDDIC.
- Managed full-funnel discovery from cold prospect to verified SQL in Salesforce with disciplined CRM hygiene.

SELECTED PROJECT

FS-ISAC International Cyber League - Financial Cup 2023

Event Organizer & Team Acquisition Lead

Organized and recruited teams for the Cyberbit-powered global cyber-defense competition for financial institutions: international acquisition campaigns, technical briefings, platform onboarding, tournament scheduling, communications, and leaderboard tracking across FS-ISAC leadership, participating SOC teams, and Cyberbit engineers.

icl.cyberbit.com/what-is-the-icl | fsisac.com/newsroom/pr-icl2023

CORE APPROACH

- Precision account-based prospecting against verified buying signals, business drivers, and technology transitions.
- Executive multi-threading across C-suite and line-of-business stakeholders with persona-specific messaging.
- MEDDPICC qualification rigor - verifying pain, authority, and decision criteria before consuming AE time.
- Airtight Salesforce hygiene and standardized stage progression for clean handoffs and reliable forecasting.

EDUCATION

Georgia Southern University - Parker College of Business

BBA, Business Administration | NCAA Division I Student-Athlete