Tom Harris

Enterprise account executive. Logistics and manufacturing software, $50k to $400k deals, 94 day average cycle. Dallas.

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QUOTA ATTAINMENT

2025	127 percent of a $1.4M quota. President's Club.
2024	112 percent of $1.25M.
2023	89 percent of $1.1M. Two committed deals slipped when the buyer's parent froze capital spending; I changed how I qualify budget authority after it.
2022	118 percent of $820k. President's Club.
2021	104 percent of $640k, first year carrying quota.

DEALS WORTH EXPLAINING

2025

$412k, three-year term, eleven month cycle

Regional carrier, 1,400 trucks, twelve-year-old dispatch system.

- First champion left the company in month three and the second was overruled.
- Rebuilt the case with the safety director, who could quantify what the old system cost in DOT violations. The deal closed on compliance risk, not efficiency.

2024

$96k annual, closed in 31 days

Inbound, two competitors already engaged, hard deadline from a customer audit.

- Skipped the demo, confirmed the audit requirement in writing the same afternoon, and sent a mutual action plan with dates before either competitor had scheduled a call.

2024

Disqualified a $180k opportunity

Requirement our roadmap did not support.

- Told them we were the wrong fit and referred them elsewhere. The same buyer moved companies eight months later and brought us a $140k deal that did fit.

EXPERIENCE AND EDUCATION

2022 to now

Enterprise AE, Lattice Logistics Software

Carriers and 3PLs, Texas and Oklahoma territory.

2021 to 2022

Account Executive, Lattice

SMB segment.

2020 to 2021

Sales Development Rep, Lattice

Promoted after four quarters at or above target.

2020

BBA Marketing, Texas A&M University