KRISTEN BAILEY

CYBERSECURITY | AI | DATA SALES

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EXECUTIVE PROFILE

Enterprise cybersecurity, AI and data sales leader experienced in developing strategic accounts, building new revenue models and navigating complex buying groups. Sell data and API offerings by connecting customer use cases, integration requirements and licensing with business value. Independently lead product demonstrations and discovery; partner with solution architects on deeper integration and architecture validation.

SELECTED IMPACT

Mastercard Cybersecurity: $644K+ combined reported sales revenue across 2025 and 2026 YTD through October 6 • $2.61M open pipeline reported November 9 • $1M+ estimated strategic opportunity in development

Revenue basis: $184,393 in 2025 closed sales plus $460K+ in 2026 net-new revenue through October 6. Open pipeline and estimated opportunity value are separate from revenue.

PROFESSIONAL EXPERIENCE

Mastercard | Director, Cybersecurity Sales Specialist — Southwest | Feb 2025–Present

- Sell enterprise cybersecurity, intelligence, data and API offerings across Mastercard Cybersecurity and Recorded Future capabilities, aligning customer use cases with resilience, operational efficiency and executive priorities.
- Personally lead technical demos, live product walkthroughs, customer discovery, and use-case demonstrations, connecting platform capabilities, findings, integrations, and data/API workflows to customer environments and business priorities.
- Develop account strategies with account teams, customer success, channel partners and solution architects across Southern California, Nevada, Arizona, New Mexico and Hawaii; manage a reported $2.61M open pipeline as of November 9, 2026.
- Develop executive proposals, evaluation plans and competitive displacement strategies. Sell API-delivered cybersecurity data and embedded use cases, aligning licensing and integration requirements with technical partners and customer business models.
- Originated and advanced a strategic opportunity with a global data and analytics enterprise, now estimated at $1M+ in potential value; expanded discovery from third-party risk into broader cybersecurity, intelligence and automation needs. Opportunity remains open; value is an estimate, not booked revenue.
- Created current-state and proposed future-state workflow maps, leadership discovery materials and proposals; coordinated technical architects, account teams and Recorded Future specialists to connect integration requirements and resource constraints with customer business outcomes.

CloudSimple / M12 | Sales Director | *Prior experience*

- Led enterprise cloud solution sales and go-to-market relationships, aligning infrastructure modernization use cases to commercial outcomes.
- Ran hands-on technical demos and customer-facing solution presentations, addressing deployment considerations and coordinating deeper engineering validation as needed.

Turing AI | VP, Sales | *Prior experience*

- Led AI-focused enterprise software sales, growth strategy, and cross-functional customer engagement.
- Independently demonstrated technology and product workflows to business and technical buyers; connected AI features to operational value and purchasing decisions.

Clutch Solutions | Senior Account Executive | *Prior experience*

- Developed enterprise technology opportunities through consultative discovery, relationship-building, and direct sales execution.
- Conducted technical demos and product walkthroughs, with hands-on ownership of discovery, objections, and follow-up.

ADDITIONAL SALES EXPERIENCE

Cyvatar | Sales Outcome Advisor | *2022*

- Closed six cybersecurity software deals in the first 98 days, generating approximately $50K during initial ramp; grew direct-sales pipeline.
- Personally led technical demonstrations of cybersecurity software, explaining workflows and value to midmarket and enterprise buyers.

Turing Video, Inc. | Account Executive | *2020–2021*

- Generated approximately $60K in Q1 and $250K in Q2 sales across midmarket and enterprise software accounts.
- Led technical product demos and software walkthroughs during customer evaluations and partner-led sales cycles.

Hanger Clinic | Enterprise Account Executive | *2019–2020*

- Delivered approximately $5.9M in 2019 sales and $5.7M in 2020 sales across healthcare and enterprise service accounts.

Thuasne USA / Townsend Design | Orthopedic Medical Device Sales Manager | *2017–2019*

- Exceeded quarterly targets and earned sales recognition while selling through direct and partner channels.

SALES & TECHNICAL STRENGTHS

Enterprise Cybersecurity Sales • AI Solutions • Data and API Sales • Data Licensing • Embedded Revenue Models • Technical Product Demonstrations • Executive Discovery • API Integration Requirements • Third-Party Risk Management • Channel Sales • Cross-Sell and Expansion • Strategic Account Planning

TRAINING & EDUCATION

CompTIA Security+ Training • California State University, Los Angeles — Bachelor of Arts (Theater & Dance; Communication minor)