

Nick Lee

Sales Executive | SaaS Sales Leader | Go-to-Market Strategy | Revenue Growth
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QUALIFICATIONS SUMMARY

Results-driven sales leader with 15+ years of experience building teams, scaling revenue, and driving growth across SaaS, technology, clean energy, and retail organizations. Proven ability to develop go-to-market strategies, create sales processes, expand markets, and deliver measurable business results. Led operations responsible for more than \$300M in annual revenue and developed organizations of 100+ direct and indirect employees. Hands-on, entrepreneurial leader with a track record of building sales momentum, developing talent, and creating cultures focused on growth and execution.

- Sales Leadership
 - P&L Management
 - B2B & B2C
 - Multi-Unit
 - Customer Acquisition
 - Strategic Partnerships
 - Pipeline Development
 - SaaS & Technology
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PROFESSIONAL EXPERIENCE

Head of Sales

TopScore

2023 to Present

Remote, US

Led sales strategy and execution for the SaaS company, managing a team of full-cycle sales representatives while actively contributing to revenue growth through direct sales. Responsible for building pipeline, improving sales processes, developing go-to-market strategy, and driving customer acquisition. Partnered directly with the CEO and product team to refine market strategy, improve customer value propositions, and align product development with customer needs.

- Built and executed GTM strategy, competitive positioning, and market analysis (TAM, SAM, SOM) to scale revenue and ARR growth.
- Drove strongest period of customer acquisition and revenue growth through hands-on selling, sales team development, and improved sales execution.
- Integrated principles from SPIN, MEDDPICC, Sandler, and Challenger sales methodologies into a custom-developed sales framework, reinforcing behaviors that drive results.

Market Sales Manager

Tesla, Inc

2017 to 2023

Honolulu, HI

Directed statewide sales operations for Tesla's technology and energy ecosystem, including electric vehicles (EVs), solar, battery storage, and charging infrastructure, with responsibility for more than \$300M in annual revenue. Oversaw multiple units and developed leadership and sales teams. Held responsibility for P&L performance, talent development, succession planning, market strategy, and business growth.

- Grew the market by more than 1,000% from 2017 through 2022, increasing annual sales to over \$300M across Tesla's vehicle and energy products.

- Negotiated and secured the market's first strategic agreements supporting the launch and expansion of the charging infrastructure portfolio.
- Navigated complex regulatory requirements with General Counsel and government stakeholders to obtain state licensure, enabling direct-to-consumer operations and market expansion.
- Led B2B negotiations and managed strategic relationships with high-value clients, partners, and public sector agencies.

Area Manager

General Nutrition Corporation

2009 to 2017

Honolulu, HI

Managed a 15 multi-unit operation across the state with full P&L responsibility. Coached and developed more than 100 direct and indirect employees, including Store Managers to sales and operations teams. Maintained responsibility for sales growth initiatives, forecasting, marketing partnerships, supplier relationships, operational improvements, and revenue generation strategies.

- Reversed an underperforming business slated for closure into a top-performing operation, achieving 10X growth and ranking among the top 1% company-wide.