CADEN WALTERS

cadenwaltersbusiness@gmail.com | (863) 485-0589
linkedin.com/in/cadenwalters
St. Petersburg, FL 33710

PROFESSIONAL SUMMARY

Sales development leader with 6+ years in sales, spanning automotive sales, pharmaceuticals, cybersecurity, and healthcare technology. Hired, coached, and led a team of up to 14 SDRs, developed new sellers to achieve or exceed quota, and increased monthly attended meetings by 528%. Combines enterprise closing experience with hands-on development of sales performance and nationwide prospect-sourcing systems.

CORE COMPETENCIES

SDR Hiring & Development | Performance Management | Pipeline Generation | Enterprise Sales | Salesforce Analytics | Forecasting & Quota Pacing | Sales Process Automation | Prospect Data Sourcing

PROFESSIONAL EXPERIENCE

SDR MANAGER | RECTANGLE HEALTH | HEALTHCARE TECHNOLOGY

November 2025 - Present

- Hired, coached, and led a team of up to 14 SDRs, developing 100% to achieve or surpass quota within six months or sooner through weekly 1:1s, call reviews, and mid-month and end-of-month performance reviews.
- Increased monthly attended meetings from 69 to 433 between February and July 2026, a 528% increase; achieved 180% of July's team target with a 74% show rate.
- Led an understaffed team of eight SDRs, each with less than one year in the role, to break the company record for meetings set; contributed to company records for meetings attended and deals won during tenure.
- Built custom sales performance software that replaced manual Excel data entry with Salesforce-based activity and outcome tracking. Enabled team and individual quota pacing, trend analysis, and activity targets based on historical conversion rates for weekly coaching.
- Developed a nationwide physician prospect database using federal and state sources, with monthly updates and contact information for targeted healthcare verticals. Rectangle Health adopted the approach to source prospects in new verticals.
- Used Salesforce reporting and Gong call reviews to identify performance gaps, guide coaching, and manage pipeline forecasts; maintained booking, AE routing, meeting confirmation, and handoff standards.

PROFESSIONAL EXPERIENCE CONTINUED

ACCOUNT DIRECTOR | CYBEREADY | SECURITY TRAINING

Tel Aviv, Israel | March 2024 - November 2025

- Managed strategic accounts across 17 U.S. states and Canada, supporting customer retention, expansion, and revenue growth.
- Delivered tailored product demonstrations to senior decision-makers and closed enterprise deals; developed outbound campaigns across email, phone, and LinkedIn.

ENTERPRISE ACCOUNT EXECUTIVE | MICRO FOCUS | CYBERSECURITY SAAS / SIEM

London, UK | April 2022 - March 2024

- Achieved 112% of a $1.2 million annual sales quota through enterprise new-business and expansion sales.
- Presented cybersecurity solutions to executive stakeholders, tailoring demonstrations to industry needs and business objectives.
- Partnered with Sales Engineers and Customer Success Managers to develop customer solutions and coordinate post-sale handoffs.

PHARMACEUTICAL ACCOUNT MANAGER | REGENER-EYES

Oldsmar, FL | March 2021 - April 2022

- Achieved 120% of sales quota through disciplined pipeline management and consultative selling; managed a portfolio of more than 2,000 active accounts and patient relationships.
- Built a nationwide physician prospect database from federal and state sources, maintaining monthly updates and contact information to support targeted prospecting.

EARLIER EXPERIENCE

Sales Specialist | Joe Machens Dealerships
Columbia, MO | December 2019 - March 2021

IT Support Specialist | Veterans United Home Loans
Columbia, MO | March 2018 - December 2019

EDUCATION

Bachelor of Science in Business Management & Marketing
Columbia College | Columbia, MO

TECHNICAL SKILLS

CRM: Salesforce (Advanced), HubSpot (Advanced), Pipedrive, Zoho CRM
Data & Analytics: SQL, Excel (Advanced), Tableau, Looker, Google Data Studio
Sales Tools: Gong, Chili Piper, Outreach.io, SalesLoft, ZoomInfo
Automation: Custom performance dashboards, prospect data extraction, Salesforce SOQL reporting