

# Shmuel Pressman

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*Outcomes Partner at Diabsolut, helping Salesforce customers connect strategy, platform, process, and partner to results people can actually measure.*

## POSITIONING

A decade of quota carrying sales behind me, now on the consulting side of the Salesforce ecosystem. Service first operating style, a track record of performance, and a bias toward conversations that help customers see their business more clearly.

## A FEW RECEIPTS

\$550K	annual quota exceeded six months early
\$1M+	team deal value influenced through peer leadership
30+	retail locations led as a regional operator
\$4.6M	regional revenue grown from \$2.6M in one year

## EXPERIENCE

### Outcomes Partner

2026 TO PRESENT

[Diabsolut](#)

- Help Salesforce customers define what they are trying to achieve, where the gaps are, and how the right strategy, platform, process, and partner can get them there.
- Work alongside consulting, implementation, integration, and managed transformation teams to turn platform investments into business outcomes.

### Account Executive, Data Foundations, Growth Business

2026

[Salesforce](#)

- Guided growth companies through data foundation conversations tied to decision quality, customer experience, and practical AI readiness.

### Account Executive, Healthcare and Life Sciences

2024 TO 2026

[Salesforce](#)

- Exceeded \$550K annual quota six months early through consultative discovery and client first execution with small and mid-sized organizations.
- Acted as a peer leader, sharing best practices that helped colleagues close more than \$1M in additional deal value.

### Account Executive

2022 TO 2024

[Carbon6](#) and [Lightspeed Commerce](#)

- Managed full cycle SaaS sales across commerce environments with demos, negotiation, pipeline ownership, and customer expansion.
- Used account signals, product feedback, and white glove support to uncover growth, retention, and cross sell opportunities.

### Sales Leader and Operator

2014 TO 2022

[Virgin Plus](#), [Bell](#), [Enjoy Technology](#)

- Progressed from sales representative to multi location leader, coaching teams across Ontario and launching programs in fast moving environments.
- Led more than 30 remote retail locations and grew regional revenue to \$4.6M through people development and disciplined execution.

## OPERATING STYLE

*Relationships > transactions.  
Curiosity before conviction.  
Progress over pitch.*

## STRENGTHS

- Outcome focused discovery
- Consultative SaaS sales
- Salesforce ecosystem fluency
- CRM and sales process
- Customer relationship building
- Peer coaching and team enablement
- High trust communication

## CREDENTIALS

- Agentblazer Innovator 2026
- Agentforce Service Superbadge
- Prompt Builder Templates Superbadge
- GenAI for Account Executives

## TRAILHEAD

Triple Star Ranger. 553 badges earned across 37 trails on the Salesforce platform.

## PERSONAL LENS

Husband, father, lifelong learner, and cancer survivor. Grounded by resilience, service, and the belief that business is still human.