



# ZENA T.P. WILLIAMS

Account Management & Partner Success Professional

## PROFILE

I am an account executive at CoStar Group with expertise in SaaS sales, account management, and operations. I excel in identifying strategic alliances, managing client relationships, moderating events, overseeing projects, and growing relationships through industry knowledge, consultation, and ongoing education.

*Experience: over seven (7) years*

## CONTACT

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### LINKEDIN

[Profile - see extended work experience here.](#)

## LICENSES & COURSES

- Texas Real Estate Commission (TREC) **Real Estate License**, 2016 - present
- Harvard Extension School (HES) **Strategic Project Management Certificate**, August 2022
- MIT Management Executive Education **Blockchain Technologies: Business Innovation and Application**, November 2022
- Richardson Sales Performance **Sales Training**, March 2024

## EDUCATION

**Georgetown University** – Masters (Real Estate), 2021 - 2023

**Duquesne University** – B.A. Integrated Marketing & Communications, 2007 - 2010

## RECENT EXPERIENCE

### CoStar Group, Business Development & Account Executive (SaaS Sales)

October 2023 – Present

While prospecting for new right-fit clients, I assist and service real estate professionals in leveraging top-tier real estate data and research from Costar.com. In addition, I sell and service LoopNet.com and Homes.com digital advertising services. My clients range from small firms and individuals to industry leaders and local government. The goal is to ensure my book of business is fully able to leverage their subscription while continuously expanding CoStar's reach. I currently manage over 150 accounts and climbing. This role involves forecasting, pipeline management, and client servicing.

### JLLT, Global Alliances Associate – Sr. Sales Operations Consultant

September 2021 – March 2023

Developed and managed operational processes and internal infrastructure solutions by working with stakeholders (Growth Leads, GTM, Enablement, Salesforce, Rev Ops, Marketing). Supported the development of best-in-class proptech integrations for the delivery of transformational tech solutions. Identified best fit integrations for partners and clients.

- Built a partner relationship management (PRM) platform & lead processing system
- Designed and managed adjacent and upline revenue + BD activity reporting.
- Managed team communications (Newsletters, SharePoint, [JLLT.com partner page](#))

### JLLT, Technology Advisor (TA)

February 2020 – August 2021

Oversaw training, deployment, and adoption of CRE proptech solutions at the point of sale.

### RedSwan.io, Advisor/CRE Sales Agent (fintech)

August 2020 - Present

Business development/production and education for delivery of digital assets. Over 9B in assets listed powered by blockchain technology.

#### *Moderated Events:*

- Tokenization of Real Estate & Blockchain, ION Houston - 10.03.22 Speakers: Hines, Redswan.io, Hunington Properties, Mercury Fund
- ICSC Atlanta Tokenization & Real Estate – 10.13.22 Speaker: The Atlanta EB-5 Regional Center
- Most recent interview: [Tokenization of Real Estate Investments Part III: Ed Nwokedi, Founder Redswan.io](#)

## CONTINUED

- CoStar SaaS Sales Certifications  
CoStar.com (B2B Sales), LoopNet.com,  
Homes.com (B2C Sales), Dec 2023-2024

## EXTRACURRICULAR

- Author – “First-Time Homebuyer Hero”  
Amazon and Audible release Sept/Oct 2024

## EXPERIENCE CONTINUED

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### CBRE, Client Services Coordinator (CSC)

August 2018 – January 2020

Assisted an advisory services group of 18 in the use and implementation of emerging CBRE RE technology. Produced standard and ad hoc reports as required using proprietary programs and Excel outputs. Also, liaised with centralized marketing and the research group to ensure high-quality completion and submission of client-specific property data. Procured services and more to formalize into custom information packages in response to reporting requirements, requests for information (RFIs), and requests for proposals (RFPs).

- Real estate reporting, database management, and general account work for one (1) major engineering firm and one (1) Oil & Gas firm and its affiliate.

### Houston Tennis Association, Marketing & Communications Associate (nonprofit)

August 2016 – July 2018

The primary goal of this position was to create relevant content and provide succinct information for the local tennis community. This role was the first of its kind for the HTA. The tasks included but were not limited to proposal writing for sponsorship purposes, helping to build more meaningful relationships with database management (Salesforce - Game Set Match Gala campaigns), and more.

- Assisted in the development and launch of a new website.
- Sponsorship Management, RBC Wealth Management – 2016-2019

### C.G. Arabia W.L.L./Arabian Magazines, Sales Manager

March 2013 – June 2015

Adilya, Bahrain

Managed the media and consultative sales process while helping to track key performance indicators (KPIs), relationship tracking, and develop communication proposals based upon individual RFPs/RFIs. The nature of the role required advanced CRM skills and representation of the publications at specific events. Publications: Bahrain Confidential & Areej Magazine

- Carried out local and relevant market research while delivering presentations that led to maintaining then-current accounts while gaining over fifteen (15) key accounts during an economic downturn.
- Updated and maintained company database while negotiating terms and rates for advertising to bespoke clientele both locally and internationally.
- Wrote and edited product reviews and, upon request, conducted interviews.