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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, Account Executive (SaaS Sales & Account Management)

October 2023 – Present

In this role, I empower real estate professionals to maximize the value of CoStar.com's subscription-based services by leveraging industry-leading real estate data and research. I also manage digital advertising solutions for LoopNet.com and Homes.com, delivering tailored strategies to meet the diverse needs of my clients, which include small firms, top-tier industry leaders, and local government entities.

Key Responsibilities and Achievements:

- **Commercial Real Estate Research and Insights:** Enabled clients to make data-driven decisions by providing access to comprehensive commercial real estate data, analytics, and market insights.
- **Project Management:** Oversaw client onboarding, training, and continuous account management, ensuring seamless integration and usage of CoStar's research tools within client workflows.
- **Account Management:** Managed a diverse portfolio of over 150 accounts, including real estate brokerages, developers, investors, and government agencies, maintaining high levels of client satisfaction and retention.
- **Client Training & Education:** Delivered tailored training sessions, ensuring clients effectively utilized CoStar's research tools and market data to achieve their business objectives.
- **Strategic Renewal Management:** Proactively addressed contract renewals, building long-term relationships and mitigating attrition by aligning CoStar's offerings with client goals.
- **Pipeline Development:** Identified and cultivated new business opportunities to expand CoStar's client base within the commercial real estate sector.
- **Digital Advertising Strategy:** Designed and executed digital advertising campaigns on LoopNet.com and Homes.com, helping clients enhance visibility and reach within their target markets.

Through this role, I've honed my ability to translate complex real estate data into actionable insights, manage multiple client projects simultaneously, and deliver measurable results, contributing to both client success and the company's growth.

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

JLL Technologies (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.

Key Responsibilities and Achievements:

- 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](#))

Jones Lang Lasalle (JLL) – JLL Technologies (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.

Key Responsibilities and Achievements:

- 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](#)

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).

Key Responsibilities and Achievements:

- 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.

Key Responsibilities and Achievements:

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