

# ZENA WILLIAMS

[zena.tp.williams@gmail.com](mailto:zena.tp.williams@gmail.com) · 832 - 841 - 1873 · [linkedin.com/in/zenawilliams](https://www.linkedin.com/in/zenawilliams)

## PROFESSIONAL SUMMARY

Strategic Commercial Leader with 12+ years of experience. My most recent experience spans SaaS sales, data consulting, and enterprise account management across commercial real estate, fintech, and adjacent industries. Drives enterprise growth through consultative selling, complex sales cycles, and strategic partnerships. Adept at translating technical cloud data infrastructure and AI-driven marketing platforms into clear, measurable business value. Builds trust through data-led client engagement, aligning sales strategies with long-term business objectives, and ensuring post-sale success through cross-functional collaboration and delivery alignment.

## APPLICABLE SKILLS

- Account Management
- SaaS Sales/Forecasting
- Consultative Selling
- Go-To-Market Strategy
- Project Management
- CRM Solutions
- Data-Driven Solutions
- Marketing Technology
- Technical Solutioning

## PROFESSIONAL EXPERIENCE

### MANAGER, NAMED COMMERCIAL – DATA & GROWTH

06/2025 - PRESENT

MONKS

- Drive enterprise revenue by leading full sales cycles - prospecting to contract - while serving as a strategic advisor to enterprise clients.
- Source and qualify high-value opportunities across verticals focused on digital transformation.
- Collaborate with cross-functional teams to deliver tailored data solutions, including cloud migration, platform consolidation, data engineering, AI-driven marketing, and analytics.
- Support post-sale success by aligning data strategy with business goals across governance, CRM, and digital experience optimization.

### ACCOUNT EXECUTIVE, SAAS

10/2023 – 05/2025

COSTAR GROUP

- Managed over 150 accounts, including brokerages, developers, investors, and local government entities, ensuring satisfaction and retention.
- Lead onboarding, training, and account growth by designing personalized rollout plans based on each client's established need.
- Conducted weekly training to drive adoption, ensure platform fluency, & identify ways to save time, improve workflows, and unlock ROI.
- Delivered custom insights by synthesizing market analytics and proprietary research into digestible, actionable reports.
- Shared hyper-local trends, development pipeline data, and comp analyses to support client presentations, investment decisions, and strategy.
- Managed renewals and upsell opportunities by monitoring engagement levels, anticipating client needs, and scheduling touchpoints.
- Used a consultative sales approach to align solutions with client goals and drive multi-product adoption (LoopNet, Homes.com).

### GLOBAL ALLIANCES ASSOCIATE – SR. SALES OPERATIONS CONSULTANT

09/2021 – 03/2023

JLL TECHNOLOGIES (JLLT)

- Built a PRM and lead-processing system by mapping the partner lifecycle and streamlining operational inefficiencies.
- Collaborated with sales ops, Salesforce engineering, and Marketing to implement scalable workflows, automate lead routing, and integrate CRM tools, reducing manual tasks and accelerating response times.
- Managed cross-functional communications by creating shared visibility into pipelines, partner initiatives, and product updates.
- Acted as the central point of contact to ensure strategic alignment and drive consistent messaging across teams.
- Produced business development reporting by consolidating data from multiple sources to deliver clear insights into revenue attribution, partner activations, and team performance, shaping quarterly planning, resource allocation, and GTM adjustments.

### TECHNOLOGY ADVISOR & CLIENT LIAISON

02/2020 – 08/2021

JLL TECHNOLOGIES (JLLT)

- Oversaw the training, deployment, and adoption of commercial proptech solutions at the point of sale by developing tailored enablement plans based on client workflows, technical readiness, and business goals.
- Served as the key liaison between clients and technology teams during rollouts, translating user feedback into actionable product insights and ensuring seamless implementation that supported long-term usage and growth.

### CLIENT SERVICES COORDINATOR

08/2018 – 01/2020

CBRE

- Delivered client reports, RFIs, and RFPs through property data curation and package creation while supporting 18 advisory professionals.

### MARKETING & COMMUNICATIONS ASSOCIATE - SPONSORSHIPS

08/2016 – 07/2018

HOUSTON TENNIS ASSOCIATION

- Managed sponsorships, content, and donor communications using Salesforce and secured partnerships like RBC Wealth Management.

### SALES MANAGER

03/2013 – 06/2015

ARABIAN MAGAZINES

- Led consultative sales efforts, tracked KPIs and relationships, and crafted tailored communication proposals in response to RFPs/RFIs.

## EDUCATION

MASTER OF PROFESSIONAL STUDIES, REAL ESTATE  
GEORGETOWN UNIVERSITY, 2021-2023

BACHELOR OF ARTS, INTEGRATED MARKETING &  
COMMUNICATIONS  
DUQUESNE UNIVERSITY, 2007-2010