

Rasean Crawley, DBA, MBA

██████████, Louisville, Kentucky 40291 • ██████████ • ██████████

Senior Global Sales and Account Management Professional with 15+ years of experience in strategic leadership and global business acumen. Demonstrated expertise in driving revenue growth, enhancing customer satisfaction, and implementing best practices for account management. Proven track record in relationship management, financial management, and cross-departmental collaboration, with a focus on continuous improvement and innovation.

Experience

2025 – CURRENT

Adjunct Professor, Business and Entrepreneurial | Simmons College of Kentucky | Louisville, Kentucky (Remote)

- Design and deliver engaging, curriculum-aligned course content while fostering an inclusive learning environment that promotes critical thinking and active participation.
- Assess student performance through assignments, exams, and projects, and provide timely feedback and academic support to encourage growth and achievement.
- Utilize learning management systems to organize course materials, track grades, and communicate effectively with students and faculty.
- Collaborate with academic departments on curriculum development and participate in faculty meetings, while mentoring students on academic and career advancement

2024 – CURRENT

Project Lead, Client Onboarding | RxBenefits | Louisville, Kentucky (Remote)

- Oversees multiple complex client projects, including onboarding, vendor changes, and PBM transitions simultaneously.
- Ensures timely project delivery, high-quality documentation, and effective communication with stakeholders.
- Proactively identifies and addresses risks while maintaining process efficiency and improvement opportunities.
- Collaborates cross-functionally with internal and external departments and with clients to align project milestones and outcomes.
- Utilizes project management expertise and software to track deliverables and manage timelines effectively.

2024 – 2024

Sr. Benefits Consultant I | GoHealth | Louisville, Kentucky (Remote)

- Explained the features, benefits, and costs of various Medicare plans, including Medicare Advantage, Medicare Supplement (Medigap), and Prescription Drug Plans (Part D) through client education.
- Conducted one-on-one consultations via phone to assess clients' needs and recommend suitable Medicare plans.
- Exceeded initial month goal by 186% sales quota; exceeded second month quota by 243% sales quota.
- Developed and maintained lasting relationships with clients and served as their Agent-of-Record to ensure repeat business and client referrals are obtained.
- Maintained expertise in all Medicare-related products and services, including updates to coverage, plan offerings, and eligibility requirements.

2022 – 2024

Lead Account Management Professional (Head of Account Management) | Humana, Inc. | Louisville, Kentucky (Remote)

- Developed strategic plans to boost revenue, achieving a 24% increase in annual sales.
- Led a team of account managers to enhance client relationships, ensuring high customer satisfaction.
- Implemented best practices for account management, improving onboarding and upselling processes.
- Monitored KPIs and financial metrics to evaluate and enhance account management initiatives.
- Fostered cross-departmental collaboration to streamline client onboarding, reducing onboarding time by 25%.
- Pioneered new client relationship management techniques, resulting in a 30% increase in customer retention rates.

2022 – 2023

Strategic Account Executive (VP, Global Sales) | [24]7.ai | Campbell, California (Remote)

- Developed global sales strategies, driving revenue growth and achieving targets across regions.
- Built and maintained strategic partnerships to expand BFSI and Healthcare market reach and enhance customer relationships.
 - Increased BFSI vertical within the organization by 50% adding 3 clients (ARR: \$2.2MM, TCV: \$9.8MM)
 - Increased Healthcare vertical within the organization by 25% add 1 client (ARR: \$1.05MM, TCV: \$3.5MM)
- Conducted sales performance reviews, using data-driven metrics to proactively address challenges.
- Led contract negotiations and pricing strategies to maximize profitability while staying competitive.
- Facilitated cross-functional team efforts to streamline sales processes, resulting in a 15% increase in efficiency.

2021 – 2022

Sr. Director, Global Sales/Account Management | Movate | Plano, Texas (Remote)

- Developed global sales strategies, driving revenue growth and achieving targets across regions.
- Built and maintained strategic partnerships to expand BFSI and FinTech market reach and enhance customer relationships.
 - Increased BFSI vertical within the organization by 42% adding 2 clients (ARR: \$4MM, TCV: \$9MM)
 - Increased FinTech vertical within the organization by 25% add 2 clients (ARR: \$3.02MM, TCV: \$8MM)
- Conducted sales performance reviews, using data-driven metrics to proactively address challenges.
- Led contract negotiations and pricing strategies to maximize profitability while staying competitive.
- Facilitated cross-functional team efforts to streamline sales processes, resulting in a 20% increase in efficiency.

2018 – 2021

Director, Global Sales/Account Management | Foundever | Miami, Florida (Remote)

- Developed and implemented sales strategies, boosting annual revenue by 12%.
 - Verticals: BFSI, Telco, Energy, Gaming, Utilities, Security, and Customer Care
- Promoted brands at industry events, enhancing strategic partnerships.
- Conducted business reviews using data insights to optimize processes and drive success.
- Implemented data-driven sales tactics, boosting customer retention by 22% and enhancing overall client satisfaction.
- Led cross-functional teams to streamline account management, increasing team efficiency by 17% and improving client communications.

- Achieved 32% growth in new client acquisitions through strategic market analysis and targeted outreach initiatives.

Skills

Global Business Acumen • Financial Management • Relationship Management • Change Management • Leadership Management • Analytical and Strategic Thinking • Risk Assessment

Education

JULY 2022

Doctor of Business Administration | Trident University International | Cypress, CA

DECEMBER 2014

Master of Business Administration - Healthcare Management | Florida Institute of Technology | Melbourne, FL

DECEMBER 2008

Bachelor of Science in Business Administration | University of Louisville | Louisville, KY