

David Lee

VP Sales & Head of Business Development

Toronto, Canada | [LinkedIn](#)

Results-driven Sales & Business Development executive with 20+ years closing multimillion-dollar enterprise deals across B2B SaaS, cloud infrastructure, and Web3/crypto markets. Proven quota attainment track record (up to 204%) and deep fluency in blockchain ecosystems and crypto go-to-market strategy.

EXPERIENCE

Vice President of Sales (acquired by Shuttlerock)

Dec 2019 — Feb 2024

Shakr Inc.

New York, United States

Recruited as one of five global leadership team members owning North American revenue strategy end-to-end. Closed the company's largest single deal in history—a \$3M TCV contract with Purecars.com. Drove expansion by securing marquee partnerships with Amazon, TikTok, and META. Pioneered LATAM market entry and built a LinkedIn Sales Navigator prospecting engine that increased qualified lead generation by 40%.

Founding Member

Feb 2019 — Mar 2026

Pavilion

Greater Toronto Area, Canada

Pavilion is a private members-only organization consisting of top senior commercial leaders in the Ontario area. Our membership includes executives from companies such as Clearbanc, League, Coinsquare, Trade Gecko and many more. Our community is designed to support the professional development of revenue leaders at high-growth companies, facilitate the sharing of best practices, and serve as a trusted private community where Members can openly discuss business critical issues with the comfort of privacy and confidentiality.

Revenue Consultant & Corporate Development

Nov 2018 — Apr 2019

SoilFLO

Greater Toronto Area, Canada

Engaged as MaRS Embedded Executive for a 6-month mandate. Built the entire revenue function and investor engagement strategy from zero. Pitched 50+ North American VCs and institutional investors, crafting investor decks and financial models. Implemented CRM infrastructure and outbound BD playbook.

Founder & CEO

Apr 2017 — Apr 2019

FTC Data Inc.

Greater Toronto Area, Canada

Founded and built a data centre enterprise sales company. Recruited a senior BD executive, data centre engineer, and ex-investment banker. Led enterprise sales cycles with Microsoft, Facebook, Google, and Rogers Communications. Conducted 100+ investor pitches and orchestrated a \$20M GTA property acquisition.

Director Of Business Development (acquired by Cologix)

Jul 2016 — Apr 2017

Colo-D Inc.

Capitale-Nationale, Quebec, Canada

Closed a \$250M+ hyperscale data centre deal with Google's Global Infrastructure team—one of the largest commercial real estate and infrastructure transactions in Canadian history. Exceeded annual sales quota by 130% in 2016 and 120% in Q1 2017. Developed institutional-grade pitch materials and navigated complex multi-year procurement cycles.

Senior Account Executive (acquired by Bell)

Dec 2015 — Jul 2016

Q9 Networks

Greater Toronto Area, Canada

Ranked #1 nationally among all account executives with 186% quota attainment. Closed a \$35K/month (\$420K ARR) managed services contract with CLEAResult, demonstrating disciplined enterprise sales execution and recurring revenue focus.

Business Development Manager

Mar 2014 — Jul 2015

Ryder System, Inc.

Greater Toronto Area, Canada

Generated \$10M in net-new business within 12 months, achieving 204% quota and ranking #1 in North America across the entire BD organization. Leveraged consultative selling, solution mapping, and C-suite relationship building to penetrate enterprise accounts in logistics and supply chain verticals.

Canadian Director & Regional Sales Manager

Jun 2010 — Mar 2014

RCS Worldwide

New York City Metropolitan Area

Closed a \$1M scheduling software agreement and a \$350K SaaS contract with AlarmForce. Built the Canadian BD function from scratch, developed national go-to-market strategy, hired and mentored junior BD staff, and established channel partner relationships.

Founder

Apr 2008 — Apr 2010

Kitek Bio-energy

Greater Toronto Area, Canada

Founded a clean fuel additive distribution company. Raised angel funding and secured exclusive Canadian distribution rights for Biofriendly's technology, demonstrating early-stage startup sales and investor engagement expertise.

Business Development Executive

Jan 2007 — Jan 2009

Direct Energy Business

Toronto, ON

Signed \$3M+ in commercial energy contracts. Led the team in gross margin performance for two consecutive quarters.

Business Development Executive

TELUS Business Solutions

Jan 2004 — Jan 2005

Toronto, ON

Delivered \$4M in B2B telecom sales across four consecutive quarters. Twice awarded Top Account Executive on the team.

EDUCATION

Western University

Bachelor of Arts in Political Science

UWO Deans List, Honors

Sep 1998 — Jun 2002

Ivey Business School at Western University

HBA in Honors Business Administration

- UWO Scholarship Recipient

- William L. Jeffries HBA Entrance Scholarship Recipient

Sep 1998 — Jun 2002

SKILLS

Crypto · Enterprise Sales · Start-up Scaling · C-Suite Relationship Management · Go-to-Market Strategy · DeFi · LinkedIn Sales Navigator · B2B SaaS · Investor Relations · HubSpot · Market Expansion · Venture Capital · Token Sales · Salesforce.com · Team Management · Startup Sales · SaaS Sales · Corporate Business Development · Institutional Sales · Pipeline Generation · Deal Structuring · Quota Management · Account Management · Blockchain GTM · DeFi Business Development · Web3 Fundraising · SAFE Agreements · Token Warrants · NFT Ecosystem · Smart Contracts · Decentralized Infrastructure · Crypto Exchanges · DAO Governance · ZoomInfo · Apollo.io · Outreach.io · Google Workspace · Notion · Financial Modeling · Investor Decks · Capital Raises · Term Sheet Negotiation · Revenue Forecasting · P&L Management · Sales Coaching · Cross-functional Collaboration · Executive Presentations · Web3 Sales · Crypto Revenue · Blockchain Ecosystems · Tokenomics · Decentralized Finance · Web3 Fundraising Structures · Proof-of-Work Mining · Hyperscale GPU Computing · DEX Mechanics · Liquidity Provision · Yield Strategies · On-Chain Governance · NFT Marketplaces · Creator Economy · Discord Communities · Web3 Twitter/X · On-Chain Analytics