



Filip Markovic

8+ years driving B2B revenue across four continents

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📍 Kelheim, Germany

€1.3M

ARR closed — 145% of target

€4.5M

Portfolio managed

8+ yrs

B2B sales & BD

4

Continents sold into

PROFILE

Full-cycle B2B software seller who opens markets, closes commercial and enterprise deals, and writes down how it was done. Eight years across the US, EMEA, UK, Australia and New Zealand — generating new revenue, growing high-value portfolios, and building the playbooks and teams that scale a sales motion. Native English and Serbian; German at B2. Equal parts hunter and trusted advisor — and a builder who ships his own tools.

EXPERIENCE

First Climate

2023 – 2024 · Frankfurt

Sales Manager · USA & EMEA

- Grew global revenue 10% through targeted market strategies and 5 new long-term partnerships.
- Built a 3-year US expansion plan and advised senior leadership on American market trends.

ContactOut

2022 – 2023 · Remote (USA)

Account Executive

- Authored the company-wide sales playbook — documenting buying criteria, qualification standards and win/loss patterns — contributing to 25% year-over-year growth.
- Generated €1.3M ARR — 145% above target and top sales performer company-wide.
- Ran 5 executive-level demos a day selling a technical data platform (APIs, CRM integrations) to technical buyers.

DriveSales

2021 – 2022 · Remote (USA / UK)

Sales Executive

- Landed the first 10 enterprise clients in a new market, building a €450K pipeline from nothing.
- Designed data-driven outreach that lifted acquisition efficiency 40%.

Shyft

2020 – 2021 · Remote (Americas)

Inside Sales Manager

- Boosted sales 30% (€1M) by integrating CRM systems and leading a team of 4.
- Built training programs that improved team close rates 20%.

CORE STRENGTHS

New revenue & market entry — first logos, fresh pipeline

Full-cycle ownership — discovery to signature

Playbooks & enablement — documented process that outlives its author

Enterprise relationships — that retain and grow

Cross-cultural selling — across 4 continents, in 3 languages

BUILDS & SHIPS

- Designed, built and shipped filipmarkovic.com — Next.js 16 (App Router), TypeScript, Tailwind v4 — a 13-route static site including per-company tailored pitch pages, deployed on Vercel.
- Git-native workflow with GPG-signed commits; preview-to-production CI/CD on Vercel.
- Working across the modern stack: Supabase (Postgres, edge functions, migrations), Docker, Bun, Expo / React Native, Fly.io, AWS.
- Built algorithmic trading strategies on cTrader / cAlgo (C#) — applying the FX market knowledge behind the €4.5M portfolio.
- AI-assisted development as daily practice: Claude Code, Cursor, GitHub Copilot.

Account Executive

- Grew partner revenue 38% (€700K) across 50+ accounts; negotiated 15 high-value contracts and lifted profitability 12% through pricing analysis.

MEX Exchange

2017 – 2019 · Australia

National Account Manager

- Managed a €4.5M portfolio across 3 teams, grew Q1 revenue 10% (€900K), and beat sales KPIs by 15% for two straight years while cutting costs 8%.

2024 — Relocated to Germany; full-time German language immersion (now B2), alongside self-directed software engineering and shipping production web projects.

TOOLS

CRM & SALES

- Salesforce
- HubSpot
- Pipedrive
- Zoho

PROSPECTING

- Sales Navigator
- Apollo.io
- Outreach
- Salesloft

DEV & BUILD

- Git
- TypeScript
- Next.js
- Tailwind
- Supabase
- Docker
- Vercel

AI & PRODUCTIVITY

- Claude
- ChatGPT
- Cursor
- Copilot

LANGUAGES

English	Native / Fluent
Serbian	Native
German	B2 — working proficiency