

Joshua Suzuki

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Education

University of Southern California, Marshall School of Business

Los Angeles, CA

Bachelor of Science: Business Administration

May 2021

- *Memberships:* Troylabs, Trojan Investing Society, USC Rugby Team, Zeta Beta Tau Fraternity
- *Honors:* Dean's List, Spring 2019 - Spring 2021
- Transferred from the University of San Diego in the Spring of 2018
- Member of 2017-2018 University of San Diego Division-I FCS Football Team

Experience

Fastly

New York, NY

Mid-Market Account Executive

July 2021-Present

- Own \$4.2M+ ARR book across Media & SaaS accounts; achieved 192% average new bookings attainment and 147% Net Revenue Retention through a structured expansion strategy.
- Lead complex, multi-stakeholder sales cycles by mapping technical architecture to business outcomes, translating CDN, WAF, and Edge Compute capabilities into performance gains, security risk reduction, and infrastructure cost optimization.
- Build quantified business cases comparing Fastly to competitors, analyzing latency impact, origin offload, and security posture to justify six-figure platform migrations.
- Apply MEDDPICR rigor to navigate Engineering, DevOps, Security, Finance, Legal, Procurement and C-suite stakeholders, ensuring technical validation aligns with economic buyers and budget cycles.
- Contributed to internal sales enablement by documenting technical objection handling frameworks and enterprise deal best practices.
- Build bottom-up TAM models and vertical opportunity analyses that influenced roadmap prioritization and shaped Fastly's strategic positioning in edge security and compute markets.
- Mentor new AEs and SDRs on analytical selling frameworks and complex deal execution.

ASMI Video Monetization

Palo Alto, CA

Sales & Operations

January 2020-June 2021

- Joined as employee #3 and built foundational sales, forecasting, and operational systems in a zero-to-one environment.
- Created multi-year revenue forecasting models and financial projections in Excel to define pricing strategy, pipeline targets, and investor reporting.
- Led implementation of JIRA across Product and Engineering to formalize sprint planning, customer feedback loops, and workflow reporting; reduced internal meeting volume by 80% and improved cross-functional velocity.
- Designed KPI dashboards in Tableau to track revenue, customer growth, and sales efficiency metrics.
- Built outbound sales motion from scratch, crafting 15+ targeted sequences across AI, OTT, AVOD, FMCG, and e-commerce verticals, contributing to 230% customer growth within six months.
- Hired and managed interns to scale early sales development efforts.

Skills & Interests

- *Professional:* Salesforce, AWS (Foundational Knowledge), Cursor, Claude, MEDDPICR, JIRA, Tableau, JavaScript, Python
- *Interests:* Architecture, Bay Area Sports, Golf, Artificial Intelligence, Cooking