

# MICHAEL LIEBER

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Portfolio Website - <https://itsmrlieber.com>

## B2B SALES EXPERIENCE

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### Head of Business Development | MedStaff Group | Jun 2026 - Present

*~B2B sales for healthcare staffing & RPO solutions*

- ◆ RPO and contingency recruiting for healthcare orgs that cut costs and get the right talent in the door
- ◆ Driving deals from cold outreach through close, continued account growth, and retention
- ◆ Managing pipeline and follow-ups with prospects via Close (CRM)

### Account Executive | Premium Merchant Funding | Sep 2024 - Sep 2025

*~B2B sales for working capital solutions*

- ◆ Closed \$2.3M+ in funded deals within first year
- ◆ Finished with a 40% close rate across a high-volume pipeline
- ◆ Ended the year with a 90%+ offer rate across submitted deals
- ◆ Managed full sales cycle and deal strategy via MyRM (CRM)

## ADDITIONAL EXPERIENCE

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### Market Research Analyst | Tracarts | May 2024 - July 2024

- ◆ Conducted outbound discovery calls with retailers to uncover shopping cart inefficiencies, giving TRAC the data to sharpen their pitch and close more deals

### Marketing Assistant | Big Apple Roasters | Nov 2023 - Feb 2024

- ◆ Developed outreach and content strategies to improve brand visibility, drive customer engagement, and increase sales across digital channels.

### Private Barber | Self Employed | Mar 2020 - Feb 2024

- ◆ Built and retained a strong client base through targeted advertising, networking, and leveraging local resources to drive consistent referrals and repeat business.

## TECH STACK

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TOOLS: Apollo.io | Orum | Datagma | Mojo | Instantly AI

CRM: Close | Pipedrive | MyRM | Monday.com

## CORE COMPETENCIES

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B2B Sales, Business Development, Pipeline Management, Sales Prospecting, Lead Qualification, CRM Management, Outbound Outreach, Cold Calling, Email Outreach, Inbound Lead Follow-Up, Consultative Selling, Relationship Building, Closing, Revenue Growth, Appointment Setting, Needs Discovery, Client Communication, Sales Presentations