

MICHAEL LIEBER

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

B2B SALES EXPERIENCE

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

~B2B sales for RPO healthcare staffing solutions

- ◆ First and only salesperson; built the outbound function from zero: ICP, lead qualification, pricing and deal structure.
- ◆ Ran full-cycle outbound at 400+ calls/day plus Instantly campaigns, managing pipeline in Close (CRM).
- ◆ Negotiated directly with practice owners, COOs and HR leaders on contingency and RPO terms.
- ◆ Signed first client accounts within 10 weeks, including a \$400K physician search won against competing quotes.

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

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

TOOLS: Orum | TheirStack | Datagma | Trellus | Instantly AI

CRM: Pipedrive | MyRM | Close | Monday.com

CORE COMPETENCIES

B2B Sales, Healthcare Sales, Business Development, Full-Cycle Sales, Lead Generation, Sales Prospecting, Outbound Sales, Pipeline Management, Lead Qualification, Discovery & Needs Analysis, Consultative Selling, Cold Calling, Email Outreach, CRM Management, Opportunity Management, Sales Presentations, Proposal Development, Negotiation, Appointment Setting, Closing, Revenue Generation, Client Communication, Relationship Building