

# SETH MOSSBERG

Enterprise Account Executive | AI Security

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## PROFESSIONAL SUMMARY

Enterprise technology seller with 20+ years of B2B sales experience across digital identity, fraud prevention, data, and analytics. Built Trustev's U.S. go-to-market motion from zero to \$3M+ ARR in under 24 months and closed a Samsung Pay agreement exceeding \$10M ARR at TransUnion. Combine Fortune 500 deal execution, net-new logo acquisition, account expansion, and partner development with hands-on generative AI and agentic workflow deployment. Bring a proven foundation for building and scaling an emerging AI Security business.

## AI FLUENCY & GO-TO-MARKET EXPERTISE

- Built and deployed agentic AI workflows on AWS EC2 and Ubuntu Linux; hands-on experience with OpenAI, Anthropic Claude, and Azure. Apply generative AI to account research, territory planning, and competitive analysis.
- Commercialized emerging fraud technology after the Trustev acquisition; built positioning, target accounts, sales plays, outbound cadences, MEDDPICC qualification, and AE handoffs with Product and Solution Consulting.
- Founder-operator experience building and exiting Nation's Advance and New Phase Blends; direct and indirect enterprise software selling, OEM channel development, and cross-functional field collaboration.

## CORE COMPETENCIES

Net-new logos • Account expansion • Cross-sell and upsell • Enterprise go-to-market strategy • Channel and partner development • Executive relationships • Complex sales cycles • Technical evaluations and POCs • Security reviews • Procurement and negotiation • Sales playbooks • Salesforce and HubSpot • Pipeline management and forecasting • MEDDPICC • Challenger Sales

## PROFESSIONAL EXPERIENCE

### NIELSENIQ

February 2025 to September 2026

Enterprise Data and Analytics

#### Sales Director, Retail Analytics

- On pace for 122% of a \$3M first-year quota; lead consultative enterprise analytics sales linking pricing, promotion, and customer insights to measurable revenue and margin outcomes.
- Build outbound pipeline and executive business cases; align finance, operations, and IT through discovery, solution evaluation, procurement, and negotiation. Maintain CRM hygiene and disciplined forecasts.

### TELESIGN

February 2022 to February 2025

Digital Identity, Authentication, and Fraud Prevention

#### Senior Enterprise Account Director

- Delivered 104% of quota in first full year and won three international enterprise logos; grew book from \$1.4M to \$2.6M in 13 months through new business and account expansion.
- Owned full-cycle sales of mobile intelligence, authentication, and fraud prevention APIs to Fortune 500 buying committees spanning security, risk, product, engineering, and executive leadership.
- Coordinated Solutions Engineering, Product, and Legal through technical evaluations, security reviews, procurement, and close; translated technical capabilities into fraud reduction and customer-experience value.

### TRANSUNION

2013 to 2022

Financial Services | Identity, Fraud and Risk

#### Senior Client Executive, Identity, Fraud and Risk

2020 to 2022

- Managed strategic enterprise relationships and \$1.2M to \$2.2M+ ARR agreements; expanded identity, credit, alternative data, and risk solutions through executive alignment, cross-sell, and upsell.

#### Major Accounts Executive II

2017 to 2020

#### Major Accounts Executive I

2013 to 2017

#### Trustev Go to Market, Identity, Fraud, and Risk

- Closed Samsung Pay at more than \$10M ARR. Built Trustev's U.S. business from no revenue, customers, or repeatable sales motion to \$3M+ ARR in under 24 months; achieved 173% of goal in 2016 and 124% in 2017.
- Owned greenfield prospecting through discovery, value engineering, POCs, negotiation, and close. Partnered with Product Management, Product Marketing, and Solution Consulting to build repeatable sales plays and SDR execution.

### IRIS, A CANON COMPANY

2009 to 2012

Enterprise Software and OEM Channel

#### Senior Account Executive

- Owned and developed the OEM channel, building strategic partner relationships and enabling field teams to expand indirect sales of enterprise OCR, document capture, and workflow automation.

## EDUCATION & CERTIFICATIONS

Computer Information Systems, CUNY NYC College of Technology | MEDDPICC Certified | Challenger Sales Trained