SAINT PAUL, MINNESOTA · OPEN TO REMOTE

Ryan McQuillan

Enterprise Sales · Founding GTM · AI Solutions

I find the real friction, then build and sell the thing that removes it.

(651) 890-9534 mcqu5437@gmail.com

$4M+
CONTRACT VALUE (EST.)

26
NEW LOGOS

103%
OF NETSUITE PARTNER REQUIREMENT

6+
PRODUCTION-READY APPS

Portfolio › ryan-mcquillan.vercel.app
Sales record › ryan-mcquillan.vercel.app/sales
LinkedIn › linkedin.com/in/ryan-mcquillan-a5553289
Applied AI Systems › appliedaisystems.io

01 / PROFILE

I'm a builder who came up through B2B sales: nine years in sales, five of them selling NetSuite and ERP software to owners, CFOs, and operations leaders. For four years I was the only rep at a NetSuite partner, so I was the SDR, closer, account manager, and services seller on every deal, with no solutions consultant or marketing team, while also running our marketing, sales SOPs, and business systems. I know how to own a whole book of business and everything around it. For the last two years I've also been building: first AI and automated workflows at Loop ERP, then production-ready applications as co-founder of Applied AI Systems and Plexii. I understand software from the inside, and I know how to get the deal signed.

02 / ENTREPRENEURSHIP

MAY 2026 – PRESENT
REMOTE · MN

Co-Founder

Applied AI Systems · AI consulting firm · appliedaisystems.io

- Lead paid AI discovery: on-site interviews, an AI diagnostic and assessment, and a phased plan (for a construction contractor: 14 conversations, 100+ findings, one roadmap).
- Ran discovery for a commercial real estate brokerage, then built the live platform it called for: thousands of records in one AI-ready database, prep cut from hours to minutes.
- Also built, from UI/UX to database: a members-only inventory exchange, voice quoting (Talk to Quote), a drawing-set estimator, our website and our own AI operating system.

STACK — Claude Code, AI agents, Next.js, Supabase, Vercel

JUL 2026 – PRESENT
REMOTE · MN

Co-Founder

Plexii (PlexiDesk, Inc.) · AI-native desktop workspace

- Co-founded an AI-native desktop workspace: in beta, 9 releases on Mac and Windows.
- Lead product direction, UI/UX, and brand: interaction design, interface prototypes, brand identity, and a product film cut from real app footage.
- Awarded an ElevenLabs Grant: 33 million credits over 12 months.

STACK — Electron, React, TypeScript; Anthropic, OpenAI, and local models

03 / EXPERIENCE

APR 2022 – APR 2026
REMOTE · MN

NetSuite Account Executive

CEBA Solutions · Oracle NetSuite partner

ALL INDUSTRIES — No industry niche: primarily mid-market companies ($5M–$50M), plus some upper mid-market companies ($50M–$250M), in software, professional services, manufacturing, distribution, nonprofit, and e-commerce; nearly every deal was a new industry.

- Sold $4M+ in contract value (est.) as the sole sales rep over four years: ~$3.3M in new-logo subscriptions, ~$1.1M in services and ~$0.4M in upsells (upsells recorded only from 2024).
- Closed 26 new logos ($990K ARR): 103% of the new-logo requirement CEBA had to meet to keep its NetSuite partnership, including 125% in 2023 and 4 by mid-April 2026.

- Booked $1.99M in 2024 by CEBA's own records, including $378K of upsells, $326K of it to accounts I signed in 2022 and 2023.
- Led 2–4 month ERP evaluations with owners, the full C-suite, and department leaders, explaining how NetSuite would apply directly to their business and industry.
- Reduced implementation friction for new customers with phased rollouts, project management support, data migration help, and executive escalation paths.
- Led multiple CRM integrations and built deal scoring and pipeline health reporting, ultimately helping establish an AI-powered, homegrown internal CRM.

Deal list, comp plans and commission statements available on request.

DEC 2024 – APR 2026
REMOTE · MN
CONCURRENT

Founding Sales Representative

Loop ERP · NetSuite SuiteApp for the circular economy · Sister company of CEBA Solutions

First sales hire at a newly launched product, with no pipeline, no playbook, and no market presence, while keeping my full CEBA responsibilities.

- Generated pipeline of ~$1M ARR and closed ~$100K ARR plus $125K+ in services on a product we couldn't demo for its first six months.
- Started building with AI: helped establish AI and automated system workflows, and established the foundation for a custom, in-house built CRM.
- Defined the ICP in an unproven vertical and refined messaging through direct buyer feedback until the value proposition landed with skeptical technical and operational audiences.
- Walked owners and finance leaders at recycling, waste, aggregates, and agriculture companies through how NetSuite and Loop would run their inventory, financials, and operations.
- Built the sales infrastructure and outbound motion from zero: lead scoring, outreach sequences, sales deck, battlecard, and buyer persona documentation.
- Hired and onboarded the company's first SDR and designed the ramp and coaching framework; the rep ramped within 30 days and held 3+ meetings a week through the first quarter.

AUG 2024 – JUN 2025
REMOTE · MN
PART-TIME

Sales Development Advisor

Q-Rounds · Early-stage healthcare SaaS

Advisory role, alongside full-time work at CEBA.

- Supported sales systems buildout and pipeline development for a startup navigating complex health system sales cycles.
- Translated clinical product value for hospital administrators and operational stakeholders on sales calls.

04 / EARLIER EXPERIENCE

2021 – 2022 — **Account Manager / Regional Sales Manager** · *Providien Medical & Carlisle Interconnect*
Managed RFQs, customer orders, and ERP inputs; expanded the Midwest territory and drove YoY growth across medical manufacturing accounts.

2018 – 2021 — **Strategic Business Developer** · *RedGroup Product Development (Carlisle)*
Developed new business across manufacturing verticals and managed RFI/RFQ cycles in a founder-led environment.

2017 – 2018 — **Business Development Representative** · *Oracle NetSuite*
Qualified ERP leads for account executives and built a foundation in the NetSuite ecosystem.

05 / SKILLS & TOOLS

SELLING	Full-cycle new-business sales, discovery, multi-stakeholder enterprise deals, outbound pipeline building, demo-led selling, sales playbooks, rep onboarding
BUILD WITH AI	Claude and Claude Code, AI coding agents, agent workflows and skills, automated workflows, document extraction, retrieval over company data, Next.js, Supabase, Vercel
PRODUCT & DESIGN	Product strategy, UI/UX design, Figma, interaction design, rapid prototyping, brand systems, AI image and video (Higgsfield)
ERP & SYSTEMS	NetSuite (SuiteLife: SuiteWeek; SuiteLife: Demo and Delivery): financials, inventory, order management · HubSpot, Pipedrive, GoHighLevel · Google Workspace, Microsoft Office, Notion

06 / EDUCATION

2017 — **B.A., Business Entrepreneurship** · *University of St. Thomas, St. Paul, MN*