

Samuel H. Forbes

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Growth-oriented Business Development & Enablement Specialist with a proven track record in sales strategy, team onboarding, and technical QA for XR solutions. Expert in driving company growth through strategic partnerships and high-fidelity project delivery. Former student-athlete at Heidelberg University with a record of academic and extracurricular success.

WORK EXPERIENCE

Roundtable Learning | Business Development & Enablement Specialist Cleveland, OH | *January 2026 –*

- Lead the onboarding and training process for new interns and Business Development Representatives (BDRs) to accelerate ramp-up time and ensure pipeline consistency.
- Serve as the primary QA Lead for Extended Reality (XR) projects, ensuring high-fidelity deliverables and technical accuracy before client delivery.
- Act as the lead talent and coordinator for marketing video production, specifically focused on producing and demonstrating new green screen demos.
- Continue to drive top-of-funnel growth by identifying high-value leads and scheduling strategic discovery calls for the sales team.

Account Executive | March 2022 – December 2025

- Successfully managed key accounts and led cross-functional teams to deliver custom learning solutions.
- Adeptly prospected and nurtured leads to form strategic partnerships and surpass revenue targets.
- Leveraged LinkedIn as a tool to enhance company visibility with engaging and informative content.

Sazerac | Canton, OH Market Development Representative | *June 2021 – March 2022*

- Managed over 70 accounts and performed full sales cycle duties for On and Off-Premise locations.
- Proactively upsold new products and displays to existing clients, driving growth and client satisfaction
- Planned and organized routes within territory to maximize efficiency and time in the field.
- Emphasized product features based on analysis of customer's needs.

PROFESSIONAL SKILLS

- **Enablement:** New hire onboarding, BDR mentorship, and sales process optimization.
- **Technical:** Lead QA tester for XR software, Salesforce CRM, HubSpot, and Microsoft Office Suite.
- **Media:** Video production talent (green screen), content creation, and LinkedIn brand management.
- **Soft Skills:** Excellent communication, team-building, and complex problem-solving abilities.

EDUCATION

Heidelberg University | Tiffin, OH | **Bachelor of Business Administration – Marketing** | *May 2021* |
Minor: History Honors: Dean's List (GPA 3.6/3.8)