

Cade Horton

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Professional Summary

Full-cycle B2B sales professional with a track record of closing high-value deals, building trust with decision makers, and performing under pressure. Closed \$2.8M in business loans across 35 transactions at NerdWallet and ranked #1 in prospect connects in my final full month. First sales hire at an AI startup where I closed 28 accounts in month one. Former NCAA starting wide receiver. Coachable, competitive, and built to learn fast.

Professional Experience

NerdWallet | Account Executive II | Scottsdale, AZ | June 2025 - Feb 2026

- Managed a full sales cycle selling business loans to small business owners across a marketplace of 30+ competing lenders. Handled discovery, qualification, negotiation, and close.
- Closed \$2.8M in funded loans across 35 transactions. Average deal size \$79K. Largest single deal approximately \$300K. Generated \$184K in revenue for NerdWallet
- Ranked #1 in prospect connects among all reps in final full month. Maintained top 10% organization-wide throughout tenure.
- Call recordings selected by management for floor-wide training on assumptive language and high-conversion technique.
- Collaborated with sales ops, underwriting teams, and 30+ lenders to negotiate terms, resolve deal blockers, and accelerate funding timelines on complex transactions.

CloseGPT | Founding Sales Executive | REMOTE | Sept 2024 - Feb 2025

- First sales hire of an AI Startup. Closed 28 accounts in the first month without any training, playbook, or precedent.
- Drove prospecting, product demos, objection handling, negotiation and close.
- Built the full sales process from scratch with the founder. Created scripts, demo frameworks, and onboarding documentation for incoming hires.
- Served as sole liaison between clients and an international development team. Managed post-sale delivery and support escalations.

East Coast Sports Investors | Social Media Manager | Boston, MA | June 2023 - May 2024

- Drove +527% increase in accounts reached and +965% increase in engagement in first 30 days.
- Managed a team of interns. Assigned roles, coordinated workflows, and developed onboarding documentation.
- Rebuilt brand identity from scratch across all platforms.

CreditReady | Sales and Marketing Intern | REMOTE | Apr 2023 - Sept 2023

Education

Saint Anselm College | Manchester, NH | 2020-2024

Bachelor of Arts, Marketing | Dean's List (Multiple Semesters) | NCAA Football - Starting Wide Receiver

Skills: Full-cycle B2B sales, Consultative selling, Objection handling, Negotiation, Pipeline management, Cold outreach, Demo delivery, Cross-functional collaboration, CRM, AI & automation tools, Coachability, Competitive drive