

Shmuel Pressman

Outcomes Partner at Diabsolut, helping Salesforce customers connect strategy, platform, process, and partner to results people can actually measure.

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POSITIONING

A decade of quota carrying sales behind me, now on the consulting side of the Salesforce ecosystem. Service first operating style, a track record of performance, and a bias toward conversations that help customers see their business more clearly.

A FEW RECEIPTS

\$550K	annual quota exceeded six months early
\$1M+	team deal value influenced through peer leadership
30+	retail locations led as a regional operator
\$4.6M	regional revenue grown from \$2.6M in one year

EXPERIENCE

Outcomes Partner

2026 TO PRESENT

Diabsolut

- Help Salesforce customers define what they are trying to achieve, where the gaps are, and how the right strategy, platform, process, and partner can get them there.
- Work alongside consulting, implementation, integration, and managed transformation teams to turn platform investments into business outcomes.

Account Executive, Data Foundations, Growth Business

2026

Salesforce

- Guided growth companies through data foundation conversations tied to decision quality, customer experience, and practical AI readiness.

Account Executive, Healthcare and Life Sciences

2024 TO 2026

Salesforce

- Exceeded \$550K annual quota six months early through consultative discovery and client first execution with small and mid-sized organizations.
- Acted as a peer leader, sharing best practices that helped colleagues close more than \$1M in additional deal value.

Account Executive

2022 TO 2024

Carbon6 and Lightspeed Commerce

- Managed full cycle SaaS sales across commerce environments with demos, negotiation, pipeline ownership, and customer expansion.
- Used account signals, product feedback, and white glove support to uncover growth, retention, and cross sell opportunities.

Sales Leader and Operator

2014 TO 2022

Virgin Plus, Bell, Enjoy Technology

- Progressed from sales representative to multi location leader, coaching teams across Ontario and launching programs in fast moving environments.
- Led more than 30 remote retail locations and grew regional revenue to \$4.6M through people development and disciplined execution.

OPERATING STYLE

*Relationships > transactions.
Curiosity before conviction.
Progress over pitch.*

STRENGTHS

- Outcome focused discovery
- Consultative SaaS sales
- Salesforce ecosystem fluency
- CRM and sales process
- Customer relationship building
- Peer coaching and team enablement
- High trust communication

CREDENTIALS

- Agentblazer Innovator 2026
- Agentforce Service Superbadge
- Prompt Builder Templates Superbadge
- GenAI for Account Executives

TRAILHEAD

Triple Star Ranger. 553 badges earned across 37 trails on the Salesforce platform.

PERSONAL LENS

Husband, father, lifelong learner, and cancer survivor. Grounded by resilience, service, and the belief that business is still human.