

Senior Account Executive

Location: Remote or Hybrid (depending on market)

About LASSO

LASSO is the all-in-one platform where event companies work. We provide project management, inventory management, and workforce management software that helps event companies with:

- Growing revenue
- Streamlining operations
- Controlling costs
- Minimizing risk
- Real-time insights
- Attracting AV talent
- Producing events

Our mission is to inspire change for forward-thinking companies in the event and entertainment industry by bringing transformative solutions to the people that make exceptional performances happen.

Our customers produce events like the Super Bowl, The Oscars, The Grammys, NFL/MLB, Dreamforce, CMA's, etc.

LASSO is proud to have been recognized as a Best & Brightest Company to Work For for the past seven consecutive years (2018-2024). We were also named one of Inc. 5000's fastest growing companies in 2022 (#1155 overall and #146 in technology) and are honored to be featured in Inc.'s prestigious 2024 Best Workplaces list.

About the Role

You'll own a multi-state territory covering some of the most recognizable names in live events. These are high-impact deals where the buyer is often coming off legacy software, spreadsheets, or a stack of disconnected tools.

You'll be supported by marketing and outbound efforts, but the deals are yours to drive. We're looking for a rep who brings urgency to every open opportunity, gets creative on how to win, and doesn't let momentum stall. You'll also be a force

multiplier on the team – bringing energy, ideas, and a competitive edge that raises the bar for everyone around you.

What You'll Do

- Drive open opportunities to close with urgency, creativity, and disciplined execution
- Multi-thread deals across owners, operations, production, finance and people ops to build consensus and de-risk decisions
- Run consultative discovery with buyers who aren't typical SaaS buyers, meeting them where they are and translating LASSO's value into their world
- Own the strategy on every deal in your territory – knowing exactly what's needed to advance each opportunity to the next stage
- Partner with Sales Engineering, Marketing, and Customer Success to win and expand accounts
- Contribute to pipeline through referrals and creative outreach – supplementing the marketing and SDR motion with your own efforts when it counts
- Forecast accurately and manage your business with discipline in our CRM (Hubspot)
- Show up as a vocal contributor and leader on the sales team – sharing what's working, challenging what isn't, and helping shape our culture and playbook

What We're Looking For

Experience

- 5+ years of full-cycle SaaS sales experience, with a track record of consistently hitting and exceeding quota
- Experience selling into mid-market and enterprise accounts with multi-stakeholder buying committees
- Vertical SaaS or multi-product SaaS is a strong plus – but not required if you bring industry curiosity and learn fast
- Proven track record of consistently hitting and exceeding quota.

How You Operate

- **Urgency on every deal.** When an opportunity is open, you're moving it forward. You don't let deals stall, go cold, or sit waiting for the buyer to come back to you.
- **Creative deal driver.** You're always asking, "what's the next move?" You find paths to close that other reps don't see – new stakeholders to bring in, new angles to test, new ways to remove friction.
- **Willingness to get on a plane from time to time.** Face time matters in this industry. Quarterly 2-3 day travel to markets where your pipeline is most active.
- **Consultative, not transactional.** You ask sharp questions, listen well, and connect dots between a customer's reality and the right solution. You're comfortable selling to buyers who've never bought modern software before.
- **Competitive and vocal.** You bring ideas to team meetings, you push the team to win, and you're the kind of teammate who makes everyone around you sharper. Quiet excellence is great – but this seat needs someone who also rallies the room.
- **Coachable with conviction.** You take feedback well and you have a point of view. Both matter.
- **Accountable for your number.** Marketing and outbound will support you, but you own your number. You don't blame the territory, the leads, or the product when things slow down – you go solve it.

Why LASSO

- **A real category.** Live events is a massive, underserved industry – and we're the only platform unifying crew, equipment, finance, and project management in one place
- **Founder-led, practitioner-built.** Our CEO ran an event production company before building LASSO. Customers feel the difference
- **Growth story.** When many SaaS companies are slowing, LASSO continues to grow and hit record numbers.

- Nashville HQ, but distributed sales team. Recognized as a Best & Brightest company to work for
- **Compensation.** Competitive base, uncapped commission, accelerators, full benefits, and the runway to build a serious book

Ready to Win With Us?

If you're a closer who drives deals with urgency, sells consultatively, and brings energy to every room you walk into – we want to hear from you. Apply at lasso.io/careers.
