MATTHEW AFANASIEV

Account Executive | AI Systems & GTM

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Account executive with **five years of B2B SaaS sales experience**, combining full-cycle selling, AI workflow improvement, and shipping production software by directing AI coding tools (Claude Code, Cursor, Codex) in natural language. Partner with leadership and go-to-market engineers at SPS Commerce; independently build custom AI systems through Fidelis Strategy, from discovery through deployment.

PROFESSIONAL EXPERIENCE

SPS Commerce | Feb 2025 - Present
Net New Subscriber Account Executive, Supply Chain Performance

- #1 ranked rep YTD; 200% of quota in Q3; broke the division record for most sales in a month; leading President's Club qualification.
- Achieved **102.6% of FY25 quota** with the division's highest close rate.
- Own full-cycle mid-market sales to operators and CTOs, leading technical discovery and demos around supply-chain integrations.
- Serve as a go-to frontline partner to directors and VPs, identifying rep bottlenecks and shaping AI workflow improvements with go-to-market engineers.
- Helped lead the AI email-drafting pilot and presented the sales-team launch demo. Reported sales-floor results: users convert leads **10-20% faster** and close deals **approximately 1.5x faster** than non-users.

Fidelis Strategy LLC | Jan 2026 - Present (concurrent)
Founder & Growth Strategy Consultant

- Partner with an M&A advisory client on its Buyer Engine and custom AI workflows, translating M&A operating needs into software and ongoing improvements.
- Own client discovery, proposals, commercial agreement, solution design, deployment, and ongoing development.

SPS Commerce | **Mid-Market Account Executive** | Nov 2022 - Jan 2025

- Grew portfolio ARR **58% YoY in FY24** across **500+ accounts**; advised companies up to $150M in revenue on ERP migrations.

SPS Commerce | **Associate Account Executive, Community Sales** | Dec 2021 - Oct 2022

- Ranked **#1 of 40 account executives at 151% quota attainment**; designed supplier onboarding campaigns with major retailers.

AI PRODUCTS & SYSTEMS BUILT

Buyer Engine | M&A Advisory Client | Built and maintain an M&A platform that finds, enriches, and ranks prospective acquirers. Client reports reducing buyer-list preparation from **weeks to minutes**. Built with FastAPI, Anthropic Agent SDK, and Supabase.

Fidelis Pulse & Fidelis Advisor | Built two products: owner dashboards and M&A client workspaces.

AI Lead Generation | Built automated lead discovery and qualification with Next.js, Playwright, and Railway.

SKILLS

Sales: Full-cycle B2B SaaS sales, technical discovery, demos, ROI selling, outbound prospecting, Salesforce

GTM & AI Adoption: Workflow discovery, requirements feedback, pilot leadership, rollout support

AI & Technical: Custom software delivery, agentic workflows, LLM APIs, API integrations, FastAPI, Next.js, Postgres, Supabase

EDUCATION

BBA, Marketing Management | University of St. Thomas | 2017 - 2021

MY WHY: Faith • Family • First generation