

RAYMOND CHU MBA
Business Development Manager | New partner/referral ecosystem expert
Cell 415-793-1487 | Email: rwchu1106@gmail.com
<https://www.linkedin.com/in/raychumba/>

Proven track record of customer acquisition and developing high value partnerships to execute sales initiatives that consistently exceed performance targets.

Key contributions: #1 Ranked Account Development Executive Mountain West/Nevada market 2026. 17% increase in NOI with a 22% reduction in COGS as a small business owner 2018–2021. 163% quota attainment in IT/Telecom sales 2010–2017. Senior management assigned project to mentor and coach new business account executives on cold door to door sales to identify potential affiliate partners and clients in their territories. (2012-15)

Areas of expertise

- New logo acquisition SMB and Enterprise, channel partner management, AE sales coaching and mentoring, B2C direct door to door sales
- Cloud security, cyber security, Mobility, IoT, UCaaS, SaaS, SD WAN and data center connectivity, Layer 2 P2P, Fleet Telematics
- Advanced Google Ad Words campaigns, SEO and PPC, Google analytics mobile and desktop applications
- Developed new customer acquisition and referral ecosystems from zero into new markets to consistently exceed sales targets.
- Advanced AI skills with Gong AI, Chime, Slack channels, ZOOM, Fireflies Atoz.Amazon AI, Hubspot, Salesforce and ChatGPT.

EXPERIENCE

June 2026 - Present

Business Development Manager – Re:fill

- Collaborate with regional SMB merchants to position the newest acquisition initiative for beverage vending machines in Las Vegas.
- Extensive business development efforts for new customer acquisition and an affiliate partner ecosystem by implementing targeted digital marketing campaigns (geographic and niche), cold calls and cold door knocking efforts
- Engage and connect with local community leaders and influencers within the NV market through alignment with the Las Vegas Chamber and other networking groups.

Feb 2026 – May 2026

Account Development Executive – Amazon Hub (contract)

- Collaborate with regional SMB merchants to position the newest partnership initiative: Hub Delivery
- Extensive business development efforts to educate and engage SMB merchants and affiliate partners by implementing targeted digital marketing campaigns (geographic and niche), cold calls and cold door knocking efforts
- Engage and connect with local community leaders and influencers within the NV market through alignment with the Las Vegas Chamber and other networking groups.
- **#1 Ranked Account Development Executive Mountain West/Nevada market 2026**

2025 – 2026

SaaS Relationship Manager – Global Payments

- Collaborate with regional SMB owners for new logo acquisition of SaaS solutions (POS/ payroll/HR and E-commerce)
- Extensive business development efforts to reengage dormant SMB implementing targeted digital marketing campaigns (geographic and niche), cold calls and cold door knocking efforts
- Conduct Financial analysis for prospective SMB prospects to determine the most viable SaaS solutions

2022 –2023

Regional Account Executive Remote – Newfi Wholesale

- Acquired Non-Delegate regional banks, credit unions, mortgage brokers and other financial institutions in WA, OR, CO, UT, CA, and AZ for 1st position Non-QM investor loans.
- Executed business development efforts to reengage dormant financial institutions like banks, credit unions and channel partners by implementing targeted digital marketing campaigns (geographic and niche)

2021–/2022

Account Executive Remote – Nations Direct Mortgage (Wholesale)

- My focus is to partner with Non-Delegate regional banks, credit unions, mortgage brokers and other financial institutions in WA, OR, NV, CO, UT, CA, ID and AZ for 1st position mortgages.
- The primary loan programs are government backed FHA/VA loans, conventional loans that are agency backed (Fannie Mae/Freddie Mac Ginnie Mae).and Non-QM investor programs.
- **30-45 days self-sourced 23 new channel partners, 60-75 days achieved an approved pipeline >8 mil in wholesale loans.**

2018 –2021

Owner/Authorized Dealer - Boost Mobile Store Las Vegas.

- Set and administered the monthly operating budget (P&L), consistently maintaining JIT inventory controls.
- Hiring/training and coaching of 3 new CSRs to drive sales/organizational improvements.
- Customer growth utilizing SEO and PPC to drive sales and foot traffic into the store (Google Ad Words campaigns). I was able to capture new customers in a 7mile radius and take advantage of demographic trends.
- **An existing store for 3 years prior: Increased net operating income 17% in 2019-2021 versus 2018 results while slashing operational costs by 22% utilizing SEO/PPC digital marketing campaigns**

2016 –2017

Premier Group Account Executive Remote – Allstream Formerly Integra ElectricLightwave

- Corporate objective is to negotiate with C-suite prospects and affiliate partners within the largest bandwidth users segment nationally to increase revenue of a base of national accounts.(large enterprise space).
- Primary solutions sold were as follows: UCaaS for managed voice systems, cloud security solutions, VOIP, hosted PBX, Mobility, IoT, IaaS, SaaS, DIA, P2P, WAN, Dark fiber and Layer 2/3 fiber networking solutions.
- Focus includes aligning technology solutions by producing RPFs for the SLED channel and non-profits.
- **Net wins: YMCA Silicon Valley and YMCA SF MRR \$49,450 Total contract value \$1,780,200.**

2010 –2015

Enterprise Account Executive – Territory Manager Comcast Business

- Focus to develop alliances with affiliate partners and C suite prospects in the mid-market enterprise space for DIA, P2P, layer 2/3 networking solution, IaaS, SaaS, VOIP, hosted PBX, Mobility, IoT, WAN, cloud security solutions and UCaaS for managed and hosted voice systems.
- Primary tools to achieve this objective are as follows: cold door to door and cold calling utilizing. Secondary tool was negotiating with affiliate partners to develop long-term vendor relationships resulting in increased market penetration for example: property managers, landlords, client referrals and IT/voice vendor partners.
- **Mentoring new account executives to identify potential affiliate partners and customers in their territories. (2012-15)**
- **163% of quota attainment for 5 years and 7 months**

Education

Bachelor Arts

Masters of Business Administration (E-Business)

Carleton University

California State University East Bay