

David Andrew Ascencio

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SUMMARY: Versatile sales and growth leader with 9+ years of experience scaling programs, improving processes, and driving customer-centric initiatives across enterprise accounts and retail channels. Including 5+ years at Tesla and most recently as Key Accounts and Enterprise Growth Manager at xTool, where I was the company's first U.S. hire. Known for building programs from scratch, owning complex B2B relationships with global brands like Nike, Estée Lauder, and Tiffany & Co., and driving sell-through across both direct and retail channels. Equally strong as an individual contributor and cross-functional partner. Comfortable creating structure in ambiguous environments and scaling it into repeatable, high-impact outcomes.

PROFESSIONAL EXPERIENCE:

Key Accounts and Enterprise Growth Sales Manager- Mountain View, CA

xTool

Jan. 2026 - Present

- Own and grow a portfolio of enterprise and retail B2B accounts across North America, with a focus on revenue growth, sell-through, and long-term partnerships.
- Primary point of contact for global brands including Nike, Estée Lauder, and Tiffany & Co., supporting their personalization technology investments and in-store experience programs.
- Manage strategic retail partnerships with Michaels and Micro Center, covering sell-through performance, in-store execution, and partner enablement.
- Lead onboarding and expansion of enterprise clients in Canada, building xTool's footprint in new regional markets.
- Conduct ad hoc in-store training and product demos to drive adoption and maximize sell-through at key retail locations.
- Identify and pursue growth opportunities within existing accounts while partnering with product, marketing, and operations teams to translate enterprise needs into scalable solutions and successful outcomes.

Sales Manager- Mountain View, CA

xTool

Nov. 2024 - Dec. 2025

- First U.S. employee at xTool, instrumental in launching and scaling the company's presence in the Americas by building foundational sales, marketing, and service programs.
- Led go-to-market strategies and created new sales and marketing programs from scratch for product launches and in-store customization initiatives across the U.S. and LATAM.
- Developed SOPs and operational frameworks in a complex, multilingual startup environment; helped establish and grow the U.S. office from the ground up.
- Served as the face of U.S. sales initiatives, coordinating major projects and supporting key accounts across the Americas with cross-functional global teams.
- Localized global marketing and sales efforts for the DTC market—including web content, campaigns, and customer engagement programs to drive conversions.
- Partnered with the DTC team to optimize pre-sales experience and improve customer journey, boosting satisfaction and increasing overall sales impact.
- Pioneered new enterprise-level in-store retail programs, helping position xTool as an innovation leader in hands-on customization experiences.
- Excelled in an ambiguous, high-growth environment by identifying critical needs and executing fast, scalable solutions.

Founding Sales Development Representative— London, United Kingdom (Remote)

Franchain

Jan 2024 - Oct. 2024

- Conducted ongoing market competitor analysis in fintech SaaS, identified market gaps and differentiation points, and enhanced our value proposition articulation during prospect engagements.
- Pioneered as one of the first SDRs worldwide, driving early-stage growth and market validation for a fintech SaaS startup by developing refined product pitches and implementing innovative outreach methods, resulting in a 40% increase in meaningful interactions and a 60% improvement in lead engagement rates.
- Led targeted outreach to C-suite executives in fintech, utilizing multi-channel approach to secure meetings with decision-makers at Fortune 500 companies and growing franchises. Provided crucial insights to account executives/VP, contributing to advancement of high-profile deals in pipeline.
- Optimized outreach strategies using real-time market feedback, increasing qualified leads by 50% and shaping go-to-market strategy. Built a robust prospect pipeline, provided insights for product development, and validated product-market fit through refined messaging and lead generation tactics.

Senior Sales Manager— San Jose, CA

Tesla Inc.

June 2019 –Aug 2022

- Continually meet/exceed weekly/monthly/quarterly sales targets in one of Tesla's key markets: Maintain a strong pipeline of prospects and clients, with a proven record of sales and delivery. DeR an average of 97% of KPI achievement week over week during Q1-Q3 of 2022
- Act as a point of contact for all client needs and work with other teams to ensure a timely response to the client's concerns and questions.
- Work across departments to ensure the client has the appropriate follow-up and that action items from client interactions are documented in our CRM and completed in a timely manner.
- Drive deals from beginning to closing. Develop and execute on a shared attack plan based on customer needs and timing.
- Supervised store operations e.g. assigned tasks for store sales and operations to fellow co-workers.

- Deliver exceptional client services by focusing on their needs and personalizing their experience, with a majority of my pipeline moving into purchase.

Senior Delivery Operations – Fremont, CA

Tesla Inc.

June 2018-June 2019

- Spearheaded the launch of Tesla Direct(*A service were the customer would receive their new car at home rather than come to our center to pick up their car*)
- Lead the customer experience for our delivery center in Tesla's first international market for Model 3
- Assisted in directing the first team, of 10, to implement a new, more efficient and strategic delivery process for Model 3
- Implemented a new form of home deliveries, as well as maintained and optimized new processes in Model 3's largest market.
- Managed the training of new members (of over 50 new hires) in delivery processes

Lead Customer Experience – Palo Alto, CA

Tesla Inc.

Jan. 2017-June 2018

- Top regional performer generating the firm over 4 million gross revenue per quarter; Q1-Q3 of 2018
- Engaged and scoped new business in a traditionally key market (Palo Alto and surrounding area) for Tesla.
- Actively Prospect for new opportunities from various sources e.g. Salesforce, marketing campaigns etc.
- Presented findings to clients on Tesla's market research, co-piloted customer test drives, and supported outbound events.

Product Specialist – Palo Alto, CA

Tesla Inc.

Oct. 2015-Dec. 2016

- Led team to consistently meet quarterly sales targets, converting foot traffic to leads and managing store operations and vehicle inventory
- Leveraged Salesforce to foster client relationships and optimize sales processes, supporting outbound events
- Oversaw full client journey from initial interest to vehicle delivery, showcasing Tesla's product line and ensuring customer satisfaction

EDUCATION:

University of California, Merced

2011 – 2016 | Merced, California

Major: **Management, B.S.**

Minor: **Cognitive Science**

Coursework Overview: Game Theory, Investments Futures & Options, Corporate Finance, Financial Accounting, & Management, Marketing

London School of Economics

Summer Term 2014 | London, United Kingdom

Major: **Management**

LANGUAGES: Spanish (Fluent), French (Conversational), German & Mandarin (Limited) **INTERESTS:** Classical Violinist, & Fitness Devotee

QUALIFICATIONS: Expert in Microsoft Office Suites, Adobe Creative Cloud, Salesforce, CRMs, Apollo, SQL, Feishu/Lark and Google Apps.