

# LUKE M. DISPAIN

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## PROFESSIONAL SUMMARY

Strategic sales professional with \$5.6M+ in qualified pipeline generated at Onit, 2X Lion Award recognition, and a track record of earning greater responsibility through performance. Progressed from SDR into Enterprise and Strategic/SLED coverage with experience in SPICED discovery, qualification, business impact, stakeholder identification, account development, and AE handoff. Previously advanced from Tire Technician to Marketing Manager at Discount Tire while generating \$1.2M+ in individual sales.

## CORE SKILLS

Sales Discovery | SPICED Qualification | Pipeline Generation | Strategic Account Development | Stakeholder Mapping | Account Research | Enterprise Sales | Legal Technology | Sales Automation

## EXPERIENCE

**Onit | Strategic Account Specialist (SLED)** | Atlanta, GA Jul 2026 – Present

- Generated 182 qualified meetings YTD at a 26.2% conversion rate through strategic prospecting, inbound qualification, and early discovery.
- Lead SPICED-based discovery to identify the problem, business impact, affected departments, stakeholders, level of pain, and next step before AE handoff.
- Built an AI SDR Copilot for account research, trigger identification, stakeholder mapping, prospecting hypotheses, POV development, personalized outreach, and discovery preparation.

**Onit | Enterprise Account Specialist** | Atlanta, GA Dec 2025 – Jul 2026

- Generated \$5.2M+ in qualified pipeline through account research, trigger-based prospecting, and tailored outreach across enterprise legal teams.
- Earned Lion recognition after finishing Q2 2026 at 132% of target; produced 30+ qualified meetings in a single month, setting a company meeting-production record.
- Self-sourced 28% of qualified meetings and led 3 customer-facing ContractWorks discovery/demo conversations focused on operational pain, business impact, stakeholders, and qualification.

**Onit | Sales Development Representative** | Atlanta, GA Jun 2025 – Dec 2025

- Achieved 108% of quota in Q3 2025 and 113% in Q4 2025 while maintaining a 32% meeting conversion rate.
- Advanced into Enterprise coverage after seven months through consistent quota attainment, pipeline production, and account development.

**Discount Tire | Marketing Manager / Assistant Manager / Tire** Jun 2022 – Jun 2025

**Technician** | Georgia

- Progressed from Tire Technician to Assistant Manager to Marketing Manager while completing a bachelor's degree.
- Generated \$1.2M+ in individual sales, including \$918K+ as Assistant Manager and \$315K+ as Marketing Manager; helped stores reach \$550K and \$500K monthly sales milestones.
- Led consultative sales, customer experience, employee training, shop operations, safety, and team execution in high-volume retail environments.

## SELECTED IMPACT

- Supported 9 closed-won opportunities totaling \$381,725 in deal value through upfront discovery, qualification, business-impact identification, stakeholder mapping, and AE handoff.
- Helped develop business cases by uncovering a 5-8 hour weekly reporting burden on one ELM opportunity and evaluating potential e-billing impact around approximately \$4M in annual legal spend on another.
- Ramped 4 new teammates who went on to achieve 200%+ quota and recovered 50+ unrouted leads during organizational changes.

## EDUCATION & CERTIFICATIONS

**University of North Georgia** | B.S., Cybersecurity, May 2024 | Winning by Design: Prospecting for Impact | HubSpot Sales Hub Software & Inbound Sales