OSTERMAN
SALES & PARTNERSHIPS

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Justin Osterman

Enterprise AE, sales, and partnerships

Senior Account Executive who sold $30M+ in native ad and newsletter sponsorships to developer, AI, and B2B SaaS companies over 11 years. I grew accounts like Microsoft Azure, AWS, and DigitalOcean into multi-million, multi-year partnerships, and I'm looking for my next sponsorship, sales, or partnership role.

EXPERIENCE

BuySellAds · Senior Account Executive — Sept 2015 – Sept 2026

Started as a contractor, then Account Executive, then Senior Account Executive.

- Sold $30M+ to B2B marketers across our developer, design, and creator categories.
- Ran the full cycle, from outbound prospecting to multi-year account growth, across brand teams and their agencies.
- Worked with cross-functional teams to shape sales strategy around market trends and client needs.
- Mentored newer reps.

Accounts and outcomes

- **Microsoft Azure:** Grew a dormant account into a $4.54M multi-year partnership, working with their agency.
- **AWS:** Grew a $3M+ multi-year account across stakeholders and agencies. Invited to present to their internal marketing team.
- **Shutterstock:** Grew spend to $2.97M in our creator category by broadening the ad mix.
- **DigitalOcean:** Grew from first outreach to $2.7M, a leading spender in our developer category.
- **Okta / Auth0:** Grew Auth0 before the Okta acquisition, then expanded it to $836K by selling to the self-serve (PLG) team.
- **Slack:** Restored $757K in steady spend in our design and dev network by re-establishing key contacts.

SKILLS

Skills: Sponsorship and partnership sales, enterprise account growth, outbound prospecting and pipeline, agency relationships, native ads and newsletter sponsorships, mentoring.

Tools: HubSpot, LinkedIn Sales Navigator, Apollo, Fathom, Google Slides and Sheets, Claude, ChatGPT.

EDUCATION

Bachelor of Science in Business Administration
Illinois State University, 2010