

Biography of Matthew McLaughlin

Enterprise Account Executive, Enterprise Account Manager, Sales,
Information Technology (SaaS, Cloud, AI, etc) | Raleigh, NC, United States



Matthew McLaughlin

Dynamic Sales Professional with Over a
Decade of Industry Experience.

[Matthew McLaughlin](#), born on March 23, 1982, in Manassas, Virginia, is an accomplished sales professional with over 16 years of experience in the SaaS, cloud, and AI industries. With a passion for technology and innovation that began early in life, he pursued higher education at Northern Virginia Community College, earning an Associate's degree in Science by 2003. Currently residing in North Carolina, McLaughlin has built a stellar reputation through his expertise in client relations, technical implementation, and driving business growth in highly competitive industries.

Pioneering a Career in Technology

After completing his education, Matthew embarked on his professional journey at Dito, LLC, which specializes in Google Cloud solutions. As one of the company's earliest employees, he took on the Google Apps Technical & Implementation Specialist role. In this capacity, he utilized his technical skills and problem-solving abilities to help businesses transition to Google's cloud-based platforms. His meticulous approach ensured seamless implementation, fostering trust and satisfaction among clients.

By 2009, McLaughlin expanded his responsibilities as a Google Apps Change Management & Training Specialist, a role that showcased his ability to communicate complex concepts

effectively. He designed and delivered training programs that empowered organizations to leverage Google's tools efficiently. During this period, he worked with notable clients such as Netflix, Franklin Covey, and the City of Los Angeles. His ability to understand diverse client needs and his dedication to excellence earned him widespread recognition.



Matthew McLaughlin

Innovative Sales Strategist with Proven Success in High-Value Deals.

Growth Through Sales and Leadership

In 2014, Matthew transitioned into sales as a Google Cloud Account Manager at Dito. Leveraging his technical background, he developed exceptional relationship management and

business development skills. From 2014 to 2017, his contributions were instrumental in expanding the company's client base and driving significant revenue growth.

McLaughlin's success led to a promotion in 2018 when he assumed the role of Vice President of Sales. He led a team of 15 sales professionals and provided strategic direction and mentorship, enabling the team to achieve a 77% increase in customer acquisition within a year. He implemented innovative sales strategies and strengthened relationships with major clients like Etsy, DocuSign, and HubSpot. Under his leadership, the company solidified its reputation as a trusted Google Cloud partner.



Excellence as a Senior Account Executive

In 2020, Matthew McLaughlin became a Senior Google Cloud Account Executive, focusing on high-value, strategic deals. This position required an intricate understanding of sales cycles and the ability to manage complex negotiations involving multiple stakeholders. One of his most remarkable achievements during this time was negotiating a \$33 million five-year contract renewal with Compass Real Estate, the largest deal in the company's history.

Between 2020 and 2024, McLaughlin's efforts contributed to a 57% increase in overall company revenue. His ability to identify growth opportunities, create tailored solutions, and consistently deliver exceptional results further established his reputation as a trusted advisor and top performer in the industry. His key clients included Shutterstock, AFL-CIO, and Campus Crusade for Christ, all of whom benefited from his dedicated approach to customer success.



Matthew McLaughlin

Former Vice President of Sales Leading Revenue
and Customer Expansion.

Key Professional Strengths

Matthew has demonstrated a unique blend of technical knowledge, sales expertise, and leadership capabilities throughout his career. His key strengths include:

Relationship Building: Cultivating and maintaining strong, trust-based partnerships with clients and colleagues.

Sales Expertise: Exceeding targets and closing high-value deals with a results-driven approach.

Technical Proficiency: Offering tailored solutions through extensive Google Cloud and SaaS technologies knowledge.

Team Leadership: Fostering a collaborative and high-performing team environment.

Strategic Thinking: Developing and executing strategies that drive sustainable growth.

Giving Back to the Community

Community involvement has always been an essential aspect of McLaughlin's life. As an active Manassas Host Lions Club member, he participated in initiatives such as city cleanups, sight and hearing checks, and fundraising events. He also held leadership positions within the organization, including Vice President.

After relocating to Raleigh, North Carolina, Matthew began volunteering at the Food Bank of Central & Eastern North Carolina. Sorting and packing food for families in need has become a meaningful way for him to give back, and he looks forward to involving his children in these efforts.



Life Outside of Work

Beyond his professional accomplishments, McLaughlin is a dedicated father of four who prioritizes family time. Whether riding bikes, playing hide-and-seek or exploring local playgrounds, he cherishes every opportunity to bond with his children. He also enjoys golfing, cycling, hiking, and reading, which provide relaxation and inspiration.

Music is another passion, and Matthew frequently attends concerts while learning to play the guitar. His eclectic taste spans genres, with favorites like The Grateful Dead, 311, Bonnie Raitt, and John Mayer. He also loves travel, having explored destinations such as Paris, Amsterdam, and the Caribbean, as well as domestic trips to California.

Cooking is another hobby that McLaughlin shares with his children. He involves them in preparing meals and experimenting with new recipes. These shared activities reflect his commitment to creating lasting memories and fostering a close-knit family environment.



Matthew McLaughlin

Expert in Negotiating Multi-Million Dollar Contracts and Renewals.

Matthew McLaughlin's career and personal life exemplify dedication, innovation, and community spirit. His sales, leadership, and technical solutions expertise has earned him a well-deserved

reputation as a top performer in the SaaS and cloud industries. Beyond his professional success, his focus on family, community involvement, and personal growth highlights his well-rounded character. McLaughlin continues to inspire those around him with his passion, vision, and unwavering commitment to excellence.



Matthew McLaughlin

Skilled Google Cloud Account Executive Specializing in Client Growth.



Matthew McLaughlin

Specialist in Strategic Account Management
and Stakeholder Engagement.



Matthew McLaughlin

Community-Oriented Leader with a Passion
for Volunteerism and Giving Back.





Matthew McLaughlin

Experienced Sales Leader Driving Growth in Google Cloud Partnerships.