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CHIEF REVENUE OFFICER | SALES EXECUTIVE

Seasoned growth strategist driving exponential sales growth by building peak performing sales, marketing and channel management organizations in startup, turnaround and expansion environments. Blend superior leadership and client relationship management strengths to attract top talent to meet current and future business needs. Inspire best-in-class results through impeccable service to large-scale clients, maximizing ROI for clients while ensuring the highest standards of integrity, accountability and teamwork.

Key Strengths: Revenue Growth • Sales Operations • P&L Management • Go-to-Market Strategy • Enterprise Software Solutions Channel Marketing Strategy • Strategic Partnerships • System Integrators • Business Development • Pipeline Management Account Management • Sales Enablement • Training & Development • Professional Services • Revenue Operations • Territory Growth Strategies • Extensive Contract Negotiation • M&A Integration • Process Improvement • Data Analytics • SaaS • Cloud Computing • AWS Marketplace • Azure • IBM Cloud

Signature Strengths

- **Sales Team Leadership:** Apply deep connections within the cybersecurity technology sales industry to recruit and develop high performance sales teams. Foster teamwork and collaboration among the organizational revenue stream while inspiring and educating large global teams in relationship building and driving product value.
- **Operational Management:** Drive alignment of sales groups and operationalize the Go-to-Market plan. Minimize organizational drag and refine territory profiles to drive growth. Connect business strategies to the company's targeted customers by creating dedicated teams to enhance the strategic customer experience from initial contact through extensive contract negotiations.
- **Complex Sales Execution:** Spearhead entry into untapped global markets and orchestrate sales of complex technology solutions to both enterprise and Federal clients primarily United States and Canadian governments.
- **Strategic Partnerships:** Propel business growth by fostering strong technology partnerships with leading cybersecurity resellers. Partner with leading consulting firms to deliver an exceptional customer experience.

Professional Narrative

ABC, INC. | 2022 - Present

Chief Revenue Officer

Selected by the Founder and Board of Directors to apply sales and revenue growth expertise to lead competitive positioning of Viakoo in the cybersecurity market. Utilize industry connections to recruit top tier performers across sales, customer success and channels and Technology Alliance Partnerships. Onboarded 8 team members, sourcing former top-performing team members to serve as Vice President of Sales for the West, and Vice President of Channel and Partner Alliances.

XYZ, INC. | 2015 - 2022

Chief Revenue Officer (United States and Canada)

Sourced by former HP security executive to apply leadership successes to build top tier enterprise sales and government sales team in the Eastern US and Canada. Reporting to the CEO, led sales operations, RevOps and field marketing within the region. Closely guided sales team in complex selling strategies and negotiation techniques. Partnered with the Channel Director to build channel programs and define sales strategy. Developed Go-to-Market plans to maximize requirements for governance risk and compliance concerns within the customer portfolio. Prepared presentations and participated in Board of Directors meetings.

- ▶ Increased Annual Recurring Revenues (ARR) from \$3M to \$40M+ per year during tenure. Delivered YoY sales growth for 6 consecutive years.
- ▶ Captured top 2 revenue years in FY20 and FY21 despite managing teams through a hybrid sales effort during Covid.
- ▶ Won the company's single largest PO, \$11.5M Total Contract Value (TCV) with \$3.8M in ARR.
- ▶ Expanded sales and channel team from 5 to 28 team members focused on closing the largest, most complex deals.
- ▶ Created robust sales team, establishing a Strategic Accounts Team committed to serving key Fortune 100 customers and a State, Local & Education (SLED) team with subject matter expertise in unique technology needs of the SLED market.
- ▶ Led migration of Salesforce from perpetual selling motion to an Annual Recurring Revenue Model.

123 CYBER SOLUTIONS | 2014 - 2015**Vice President, Eastern Region & Federal Government Sales**

Hired to build a field sales organization for the Eastern US, Canada and US Federal Markets for a start-up business within a large federal systems integrator. Built a collaborative sales structure, aligning 60 software development engineers with product sales strategy. Onboarded a Vice President of Channel Sales, 5 field sales team members and 2 inside sales professionals. Designed Go-to-Market strategy, identifying the target market for both key accounts and channel sales. Engaged with marketing teams to provide strategic market guidance based on extensive customer interaction.

- ▶ Launched the company's 1st deal within 90 days, \$1M Total Contract Value (TCV) with Comcast and largest deal, \$2.6M with Exelon.
- ▶ Recommended and managed the implementation of Salesforce to enable data-driven decision making and to bring visibility to sales performance at the individual level.
- ▶ Created a Customer Advisory Board, obtaining direct feedback from users on product enhancement opportunities to prioritize product development priorities.

XYZ TECH | 2011 - 2014**Director, Strategic Clients, Enterprise Security Products**

Enlisted to synchronize regional sales team, product offerings and operational strategy following acquisition of 3 companies to form the new Enterprise Security Products Group in the Eastern United States. Rebuilt the sales team and steered acquisition strategy to close large multimillion-dollar deals with major accounts.

- ▶ Closed several game changing multimillion-dollar deals including a \$4.4M deal with A; \$3.5M deal with B; \$1.5M deal with JPMC; and a \$1.5M deal with C.
- ▶ Raised sales revenue per individual contributor by revamping sales team structure to a focused approach on Major Accounts and territory accounts.
- ▶ Partnered with Corporate M&A team to integrate 3 newly acquired companies.

ABC SOLUTIONS | 2006 - 2010**Vice President of Americas**

Tapped to lead the business' entry into North, Central and South America. Defined sales, distribution channels and market strategy for Global 2000 and telecommunications companies. Managed P&L and 22 direct reports with 110 team members in sales, sales operations, field marketing, field engineering, and human resources.

- ▶ Reached 80% annual sales growth (\$18M to \$32M+), winning key accounts with AT&T, Global Crossing, TELUS, Bell Canada, NTT and Verizon.
- ▶ Closed the single largest order in the company's history.
- ▶ Delivered world-class customer experiences by establishing dedicated sales teams including a Telco/Carrier focused sales team to penetrate the major Telco's in the Americas and a "Top 100" signature accounts marketing program.
- ▶ Spearheaded financial, technical and operational due diligence of 3 telecommunication companies as an executive member of the M&A team. Led integration of sales and marketing teams and product portfolios.
- ▶ Restructured sales team, reducing staff by 34% while achieving 95% of the previous team's sales target.

Additional Early Career Roles:

Vice President & General Manager – ABC

Vice President Sales – XYZ Corporation

Vice President & General Manager, AIWA America – 123 Corporation of Japan

General Manager, Sales Operations – 123 Corporation of America

Education

Bachelor of Science Degrees, Executive Information Systems and Business Administration
University College of State



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