

Joe Smith

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GLOBAL SALES DIRECTOR

Executive Leadership & Decision-Making | Multimillion-Dollar Revenue Gains | People Leadership & Development

Experienced Global Sales Executive focused on **growth, profitability, and customer acquisition** for multinational technology security companies through keen market sense, inventive strategic plans, and negotiation skills. Onboarded repeatedly by start-up and established corporations to map and deliver aggressive growth in the U.S., EMEA, Latin America, and Canada. Artfully translates enterprise-level customer pain points into high-value sales.

- Extensive technical background easily leveraged for the robotics and artificial intelligence sectors.
- Agile, 360-degree communicator establishing profitable relationships with C-level decision-makers as well as strategic partners and value-added resellers (VARs) to expand amplify sales force and growth.
- Perceptively builds and scales talented global sales teams by curating success-conducive environments.



Global Sales Management | International Territory Management | New Market Penetration | Team Leadership
C-level Relationship-Building | Strategic Planning | Sales Management | Business Development | Lead Generation
Quota Achievement | Team Recruitment & Development | Deal Desk Set Up & Collaboration | Sales & Marketing Integration
Strategic Partnership Formation | Market Analysis | Sales Marketing | Complex Deal Management

PROFESSIONAL EXPERIENCE

ABC, INC., New York, NY

2020-2022

Director of Sales

Joined start-up poised for rapid growth, quickly establishing and cultivating long-term relationships with target customers. Guided revenue-generating activities for a territory west of the Mississippi River, Canada, and LATAM. Carved out sales and strategic planning processes to deliver exponential growth.

- **Tripled average selling price (ASP)** by focusing on enterprise customers and multi-year contracts.
- **Closed the single most lucrative commercial deal in company history.**
- **Fueled sales further up market**, tripling annual recurring revenue (ARR).
- **Spearheaded creation of new service line delivering 25%** of company year revenue in the first year of launch.
- **Enhanced partner-driven sales by successfully recruiting**, training, and supporting value-added resellers (VARs).
- **Captured 80% of quota in year one and 115% of quota in year two** by closing six-figure transactions with multinational, companies despite little to no marketing and lead generation support.
- **Acquired 50% of company revenue** in final year.

XYZ, INC., New York, NY

2018-2020

Director of Sales and Business Development

Recruited to own revenue generating activities and execute strategic growth plans for the Global markets at a start-up specializing in network security. Led 20-person global sales team based in the U.S., LATAM, the Middle East, and Europe.

- **Increased first year sales by 30%.**
- **Created, defined, and launched** partner program that attracted 20 resellers in its first year.
- **Transformed an underdeveloped sales pipeline into three-fold growth** after establishing a lead generation program deployed via webinars, seminars, and industry conferences.
- **Cemented a previously sporadic sales methodology** into a well-defined, more standardized process that sharpened forecasting and broadened customer base.

123, INC., New York, NY

2017-2018

Director of Sales Americas and EMEA

Positioned the company for 200% year over year (YoY) sales growth through consistent capture of customer engagements in alignment with corporate goal to tap EMEA, LATAM, and North America markets. Established strategic partnerships, coordinated contract negotiations, and pared a 40-person global sales team down to top performers and high-potential sales drivers. Streamlined sales by introducing a repeatable process.

- **Customized market strategy to better showcase products** in specific regions in concert with the COO, marketing, and product management teams.
- **Converted from hardware to SaaS model sales**, boosting recurring annual revenue and strengthening forecasting.

CAREER NOTE: Launched, secured \$1M in funding for, and sold new venture ~ 2015-2017

456, Inc., New York, NY

2006-2015

Director of Carriers & ISP Sales, LATAM (2010-2015)

Penetrated the LATAM Carrier market through strategy development and the buildout of a team from 1 to 20 people specializing in carrier/ISP sales. Expanded corporate presence through cultivation of new and nurture of existing accounts.

- **Increased revenue by \$14M of carrier/ISP sales from \$6 to \$20M** through the negotiation and capture of contracts with region-wide, tier one carriers that included America Movil, Telmex, Telefonica, and Level 3.
- **Overachieved quotas routinely by 30% year over year (YoY).**
- **Designed and sold cloud security business models (cloud-based MSS) to >90% of carrier/ISP providers in LATAM.**
- **Impacted growth of mobile satellite service (MSS), securing the largest MSS security solution offering in LATAM.**
- **Fueled 90% adoption of Fortinet products by LATAM Carriers** through development of strategic partnerships.
- **Introduced a carrier-specific channel program** to tighten and cement partner relations.
- **Maximized marketing funding and other resources** to deliver the highest possible ROI for each individual initiative.

Corporate Counsel (2006-2010)

Supported business operations and growth through due diligence on large-scale acquisition projects and partnership agreement negotiations with industry leaders such as AT&T, Sprint, and Verizon along with Fortune 500 companies such as Motorola, Tata, and Siemens.

- **Standardized and digitized contracting processes** with vendors, resellers, and distributors.

ADDITIONAL EXPERIENCE

Business Development Manager, ABC, INC., New York, NY, 2005-2006

Corporate Sales Representative, 123, INC., New York, NY, 2001-2004

EDUCATION

Juris Doctor

University of the College, School of Law, New York, NY

Bachelor of Science, Human Communications

College University, New York, NY



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