

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.

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