

PI S Executive Profile

TITLE: Chief Revenue Officer/SVP Sales

LOCATION: Los Angeles, CA

RELOCATE: Yes No Possibly



Currently Senior Vice President of Sales with 20+ years of expertise in sales organization development and go to market planning.

Strategy, Leadership, and Execution – Brought in to stabilize and turnaround challenged sales organizations. Realigned go-to-market strategy, optimized channels, and redirected investment to assure improved business execution. Has thrived leading an organization of 90 people responsible for \$160M, as well as the much smaller environment of innovative start ups.

Seeking an organizational Leadership role overseeing the go to market and sales execution with the goal of acquiring new enterprise customers as well as maximizing revenue from the existing base and ensuring customer retention.

Recognition / Achievements

- *Led international sales organizations with team members located in USA, Canada, EMEA, APAC, and LATAM.*
- *Established effective sales methods and activities to ensure appropriate and accurate pipeline. Provided benchmarks for measuring sales team performance.*
- *Leveraged best-in-class sales tools and methodologies to develop sales targets, quotas, forecasts, and budget*
- *Created online sales portals that provide just-in-time knowledge and tools appropriate to the specific points of the sales cycle*
- *Led teams that offered complex, multi-million dollar, solutions to large enterprise and Federal customers. Had success with clients in diverse fields such as finance, healthcare, aerospace, entertainment, and government – both civilian and military.*
- *Led partner relationships with Channel and OEM that grew total pipeline over 200%. Increased channel/OEM participation from 9% of sales to over 80%.*
- *Created whole channel programs from scratch that included: training, certification, and deal registration.*
- *Set EBITDA, Growth, and KPI metrics to exceed the “Rule of 40” to pilot a successful exit for entrepreneur owner to strategic acquirer Beyond Trust Corp.*

Education and Designations

- *M.B.A. Finance / Marketing, University of Southern California, Los Angeles, CA*
- *M.A. Communications Management, University of Southern California, Los Angeles, CA*
- *B.A. Public Policy, Vanderbilt University, Nashville, TN.*

Hobbies / Interests

- *My wife and I have a school aged daughter who is the focus of my time outside of the workplace. In my few spare moments, I am an amateur photographer and enjoy weekend adventures around the Los Angeles area with the family. I am an active options trader who follows the market closely and is a big believer in fundamentals and governance.*