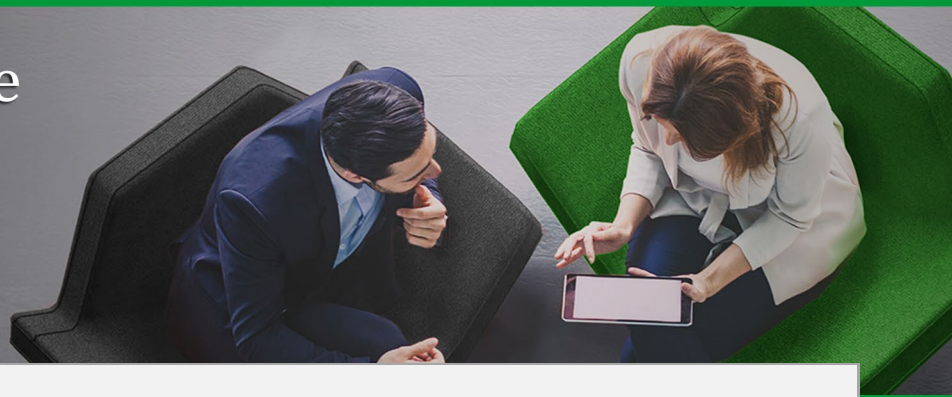


**TITLE:** Chief Revenue Officer

**LOCATION:** Toronto, ON

**RELOCATE:** Yes No Possibly



## EXECUTIVE CANDIDATE PROFILE

*Currently Chief Revenue Officer (CRO) for one of the most innovative companies in payments and finance, in the fast-paced blockchain and digital asset management & custody sector. With over 20 years' experience developing, implementing and executing finance / technology growth strategies for hyper-growth and well-established corporations.*

*Recognized transformational leadership, a true business catalyst, committed motivational team champion with unique ability to reignite business drive, mission and crystal clarity purpose in order to achieve desired objectives and goals. Proven experience to effectively execute full sales cycles, operational processes and team cadences necessary to roll up and deliver accurate revenue forecasts and year-over-year business growth. Directed organizations with 130 staff internationally with annual budgets of \$5-100M.*

*Seeking an executive senior leadership role overseeing the technology, innovation, operations, people, partnerships and strategy for a recognized business or institution, with the goal of championing, achieving, maturing and improving the organization's unique objectives and goals.*

## Recognition / Achievements

- *Led the organic and paid growth of a broker-dealer focused digital asset management and custody platform including managing implementing online sales marketing efforts to maintain top search relevance resulting in avg \$7.8M MRR.*
- *Head of Sales for Canadian region resulting in 246% growth in new accounts for hyper-growth private technology fraud detection firm. INC. Magazine's 5000 Fastest Growth Company, selling into financial institutions, technology firms and travel sector and ecommerce companies. Acquired for \$480M in 2020.*
- *Held a primary mandate to create and implement a pre-sales division and to manage and grow business opportunities in North America, EU and CALA markets for private fintech company. Emphasis on new account and new omni-channel technology software solution growth. Fintech solutions implementation deals secured include €1.75M in the EU, \$1.5M in the Caribbean Zone and negotiating two additional deals at \$1.2M in North America.*
- *Drove and exceeded revenue targets with high-performing teams at a Fortune 200 company - WM, achieving on average 123% of OTE and accelerated team performance resulting in number one team in the Pacific Northwest YoY 2013-2014. Success factor; clearly articulated value propositions and repeatable product sales strategies.*
- *Spearheaded the market development strategy for the P2P exchange tech start-up called PeerFX Inc. Grew the start-up to a 4400% customer base increase in 9 months and drove top-line financial exchange volumes to \$4.4-15M MoM. Accountable for the strategic direction and implementation of sales and market development strategies, sales team management with monthly P&L plan and forecast responsibility.*
- *Over 10 years in banking with Vancity Group of Companies and Central 1's CuSource. Multiple roles responsibilities including the launch of new products and service resulting in channel membership growth of 143% in three months and safeguarding financial liquidity for the credit union portfolio range over \$100M, presenting key financial models, forecasts and results for the brokered deposit investments division.*

## Education / Designations

- *Massachusetts Institute of Technology - Management Executive Education, Artificial Intelligence: Implications for Business Strategy Specialization*
- *Royal Roads University - Bachelor of Commerce Degree (with Honours) Entrepreneurship and International Business. Top 5% Graduating Class*
- *British Columbia Institute of Technology - Associated Degree Marketing Management, Specialization in Direct Response Marketing Communications and Finance*