

**TITLE: VP of Sales**

**LOCATION:** Austin, TX

**RELOCATE:** Yes No Possibly



***Senior Enterprise Sales Leader with 20+ years experience delivering organic growth, organizational strategy and business development for high growth SaaS enterprises. Results oriented and value driven leader with proven success across multiple business environments. Known for collaborative development and re-alignment of strategic marketing plans, sales campaigns and implementation of same, while clearly communicating to all teams, with a focus on strengthening and growing professional sales team members.***

***An innovative Leader who owns the responsibility for sales strategy, organizational strategy, forecasting, recruiting, partners/alliances, and market development focused on and winning new business customers. Increases revenue spend with existing clients by developing sales teams to become trusted advisors.***

## ■ Recognition / Achievements

- Increased Annual Recurring Revenue (ARR) year over year by 50%+ (2015-2020)
- Managed \$21M in annual bookings for new business and client expansions (2015-2020)
- Created and led a Sales team from 1 to 7 Sales Executives, established effective sales methods and activities to ensure appropriate and accurate pipeline
- Result, increased revenue growth from \$3M to \$10M+ (2005-2013)
- Increased Retention Rates to 95%
- Increased Net Dollar Retention Rates (NET DRR) 110%
- Leveraged and standardized forecasting sales tools and methodologies across multiple product lines to develop sales targets and measure result
- Key Executive team member in creating and developed a new channel program which was incorporated into the Global Sales Channel
- Integral Executive member in setting EBITA, KPI Metrics to drive private equity exit to a strategic acquirer Upland Software

## ■ Education and Designations

Bachelor of Science – Finance, Radford University, Radford, VA

Salesforce Lightning

Miller Heiman Advanced Selling & Sales Coaching

Microsoft Suite of Office Products

■ Hobbies / Interests

Married with three children  
Biking, Hiking, Skiing