

**TITLE:** CRO/COO

**LOCATION:** Tampa Florida

**RELOCATE:**  Yes  No  Possibly



## EXECUTIVE CANDIDATE PROFILE

*Data driven analytical executive with broad and deep experience in many technologies including Enterprise SaaS, Enterprise Applications, Banking and Finance, Healthcare, Logistics and more. This executive candidate is currently seeking challenging roles where he can bring his extensive leadership and experience to help scale a \$20M - \$50M company to \$200M - \$500M in revenue. He was part of the team that helped scale a \$30M Enterprise Resource Planning business application company turn-around to over \$500M over 6 years. He also has participated in 5 start-ups and has the scars to know what going from zero to a million dollars plus entails.*

*What differentiates this candidate is that he has run both sales and marketing, separately, at several companies including 2 public ones. He prefers to own both to end the finger-pointing that can occur between Sales & Marketing. He also knows how to verify product market fit and creating the kind of demand gen programs that can make revenue more predictable. He has 20+ years of experience from startups to Billion-dollar companies. Executive positions helping to scale several public companies and private ones.*

*Most recently this candidate was CRO at an Enterprise SaaS company and delivered the best lead gen and demand gen to provide their best quarter in their 18-year history in less than 2 quarters.*

## Recognition / Achievements

- *History of driving new product development, enterprise solutions and strategic partnerships to increase customer expansion to exceed revenue targets. At Platinum we scaled revenue from \$30 Million to \$500 Million.*
- *In one startup we achieved revenue of \$1.3 Million in 12 months and eventually grew to almost \$27M revenue run rate in three years, all starting from zero.*
- *Hired 20 reps in less than 90 days. Created 100% commission comp plan where rep at plan would make \$150K - \$190K OTE, and top reps earned \$250K to \$350K. This drove the revenue growth mentioned above.*
- *Have done the primary research and created new "Go to Market" strategies for several companies including Microsoft, Epicor, NovusRx, and hCentive, (Acquired by Optum/UnitedHealth).*
- *Designed, created, and executed the new lead gen, web, and digital marketing strategy at Enterprise SaaS player that increased over 100% and led to an increase in revenue of 71% in just 6 months.*
- *Proven ability in managing complex sales cycles from start to finish with a track record of successful revenue attainment.*
- *Developed the plan and presentation to raise \$35M investment from United Healthcare on a \$150M valuation when we were at \$27M run rate, which led to an eventual acquisition by UHC.*

## Education / Designations

- *The Ohio State University BS Double Major Marketing and Transportation and Logistics.*
- *5X Powerhouse Sales Leader at different technology companies with 04 Time Start-up Founder.*
- *Active mentor to several junior and senior sales executives through RevGenius and Revenue Collective.*

■ Hobbies

- *Volunteer work at Habitat for Humanity*
- *Skiing*
- *Investing*
- *Chess*