

TITLE: SVP Sales

LOCATION: Ottawa, ON

RELOCATE: Yes No Possibly



EXECUTIVE CANDIDATE PROFILE

Relentless, plans and executes ambitious strategies, building collaboration and excitement with multiple stakeholders to advance the business in new and emerging markets, heightening profit, revenue and brand awareness. Transformational, visionary leader and coach, fosters confidence, focused on driving progress, ushers change with employee buy-in to fortify the competitive edge. Assertive, clear and captivating communicator, attentive listener, cultivates and retains meaningful relationships serving with authority and flair as the lead corporate representative.

Recognition / Achievements

- *Propelled EBITDA by 6% in 7 months, exploded net new sales by 65%, boosted MRR by 53%.*
- *Crafted and launched the onboarding and deal registration program, boosted channel sales by 100%.*
- *Achieved 100% quota 2016, 186% 2017 and 94% in 2018 after 2X quota increase.*
- *Influenced a massive business success, signed Microsoft's largest Global Dynamics Partner.*
- *Catapulted channel revenue by 250% from \$2.64M to \$9M in less than 3 years.*
- *Sourced, onboarded and grew several hundred service providers/VARs, tier 1 distributors and partners.*
- *Conceived and built a channel ecosystem, orchestrated seamless and rapid integrations with ConnectWise and Cloud Marketplaces.*
- *Created an engaging Go-to-Market strategy for sales team, drove growth by 16% in 12 months, removed barriers leading to sharpening the competitive edge and significant operational improvements.*
- *Propelled distribution sales 20% YoY after meeting the mandate to elevate partner growth, achieved through an aggressive Go-to-Market strategy and intense sales staff training.*

Education / Designations

- *B.A. Industrial and Organizational Psychology, University of Western Ontario*