

Bespoke Search Group

CRO/VP of Sales

Professional Summary

An outcome-driven sales executive with over 20 years of experience, adept at building, revitalizing, and expanding sales teams. Possesses robust communication, motivational, and leadership skills. Demonstrates a track record of consistent overachievement and specializes in developing sales organizations by implementing metrics-driven, repeatable sales processes.

Work History

Confidential, Series E - Vice President of the Americas

06/2021 - Current

- Assigned the responsibility of expanding operations in the Americas, overseeing Account Executives, Account Managers, Sales Engineers, Alliances, renewals, and Federal initiatives.
- Increase Enterprise ACV by 240%.
- Increased Commercial ACV by 52%.
- Revitalized and restructured the Account Management, Strategic, and Federal teams.
- Closed the first six-million-dollar deals in the company's history.
- Created and executed a sales process that set the company apart, resulting in a 94%-win ratio against competitors.
- Implemented an all-encompassing global plan for sales enablement, addressing new hires' onboarding and leadership development.
- Company growth from 45 million to 93 million.

Confidential, Series A - Chief Revenue Officer

01/2020 - 03/2021

- Recruited in a pre-revenue phase to formulate and implement the Go-To-Market strategy, encompassing alliances, direct sales, sales engineering, and customer success.
- Achieved zero to 4.2 million in revenue within the initial 12 months.
- Generated 19 million in pipeline within the first year.
- Doubled revenue consecutively in each of the first four quarters.
- Established a 98%-win ratio against competitors in the market.

✉ X@gmail.com

☎ XXX

📍 XXX

📄 XXX

Skills

- Building sales teams
- Refining sales processes
- Forecasting accuracy
- Effective verbal communication
- Public speaking
- Guiding and mentoring leaders
- Implementing sales enablement strategies
- Strategic hiring

Education

University of Maryland at College Park

B.S: Marketing and Logistics

MEDDPIC

Force Management

Challenger Sale

Strength Finders 2.0

Predictive Index

Corporate Coach University

Confidential, Series F - North American Vice President Sales and Channels

10/2015 - 10/2019

- Tasked with reconstructing the North American direct and channel organization, overseeing 50 first and second-line managers and sales professionals.
- Developed and executed an industry-differentiating sales process, resulting in a 90%-win ratio against competitors.
- Instilled accountability in the field by guiding leaders to focus on three key pillars: strategic hiring, metrics-driven pipeline generation, and forecasting accuracy.
- Executed a comprehensive global sales enablement plan, covering the onboarding of new hires and leadership development.
- Successfully recruited 98% of the sales organization while maintaining sales goals during the rebuilding phase.
- Achieved a 55% increase in ACV.
- Expanded the channel program's contribution to overall sales from 40% to 60%.
- Implemented a structured forecasting methodology using MEDDICC and Force Management.

Confidential, PE-backed - Area Vice President

09/2014 - 09/2015

- Drove substantial growth, resulting in a 300% increase in revenue.
- Expanded the team from 3 to 9 representatives, successfully establishing a presence within the marketing divisions of Fortune 500 accounts, including AT&T, HP, Dell, and Kimberly-Clark.
- Achieved a 70% increase in the average deal size and secured the largest transaction in the company's history.

Confidential, Publicly Traded - Regional Vice President

01/2013 - 08/2014

- Accountable for formulating strategy, providing leadership, and overseeing sales execution within a 7-state, 22-million-dollar division of Verint.
- Managed all facets of the sales approach, including software, services, maintenance, and channel streams, leading a team of 12 executives and 8 field sales personnel.
- Undertook the challenge of revitalizing a territory, expanding the sales team from 2 executives to 12 within a 12-month period.
- Revamped the sales methodology, transitioning from a tactical IT focus to a strategic solution-oriented approach.

Confidential - Senior Enterprise Account Manager

01/2008 - 01/2013

- Assumed responsibility for a consistently underperforming territory and transformed it into the highest-producing region in the company within a span of 15 months.
- Elevated the status of five high-profile accounts from potential displacements to lucrative multimillion-dollar partnerships.
- President's Club 2009, 2010, 2012
- 2012 119% of quota
- 2010 107% of quota
- 2009 Salesperson of the year 370% of quota and over 10 million in net new business.

Confidential, Publicly Traded - Regional Sales Manager

01/2006 - 01/2008

- Hired to develop and run an 8-state region for a SaaS Sales Performance Management solution.
- Created partnerships with consulting companies while selling an enterprise suite of products, which included Sales Compensation Analytics, and Modeling tools.
- 2007 101% of quota.

Confidential - District Sales Manager

10/2005 - 12/2006

- Responsible for the development of the manufacturing vertical for a 12-state region.
- Developed and executed a marketing plan to revitalize new business within a neglected territory.

Confidential - National Account Manager

01/2000 - 08/2005

- Responsible for the development of the company's largest accounts such as Nike, Pitney Bowes, Enterprise Rent A Car and T-Mobile.
- 2004-100% of quota
- 2003-101% of quota
- 2002-113% of quota
- 2001-127% of quota
- 2000-102% of quota