**Professional Statement**

A valued business leader with a successful history of building and rebuilding company assets while exceeding assigned goals consistently, especially when confronted with complex business problems. I have a proven ability to identify, foster and establish long-term relationships with key decision makers and consistently influence buying decisions. Coupled with my strategic planning skills shaped by my years of customer engagement experience and comprehensive knowledge of management, sales, partnerships, finance, and product marketing, I have been able to deliver substantial revenues to my organizations that exceeds $1B. Extremely accomplished in building new organizations and growing high-performance business units that utilizes modern business tactics and innovative cross-functional and customer-centric teams.

**Accomplishments**

## Business Management

* Initiated, funded and lead the buildup and growth of a $5M specialized IT management consulting company.
  + Delivered double digit revenue growth YOY, with a gross margin of 63%.
  + Developed core services for strategic partners resulting in producing $100M+ in partner revenue.
* Recruited, hired and developed more than 500 local and remote sales, marketing, operations, and sales engineers
* Defined, created and negotiated contracts for clients, contractors and business operations services.
* Created and implemented sales and marketing operational support services.
* Designed, managed, and executed sales and operational practices and support services within annual budgets in excess of $60M and teams as large as 300 people.

## Sales Management and Leadership

* Besought to operate and build revenues for a process improvement consulting company. Realigned sales resources and recruited to fill territory gaps resulting in a 150% increase of sales revenue year-over-year three years running; reduced days-to-sales by 74%; improved sales time-to-revenue by 30 days through improved training that increased lead progression to close activity by more than 600%
* Recruited to lead the turn-around and resolution of a failed sales strategy resulting in excess inventory and significant financial pressures. Built a focused team, strategy and fixated action plans that closed $136M of unsold excess inventory over two years
* Drafted to lead a specialized sales team to close $40M in OEM technology products previously unable to sell
* Opened 53 new accounts in three years in a highly competitive information storge market
* Devised and executed a strategy to break into an IBM controlled strong-hold industry, airline reservation systems which lead to a ten-year run and a domination of that market, gaining more than 85% of the IBM footprint
* Developed a sales strategy targeting the second largest telecommunications company in North America, that resulted in closing more than $150M in products, software and services over a four-year period, up from $0 revenue.
* Recruited to grow an existing regions revenue. Plans implemented resulted in growing from $80M/yr. to over $400M/yr. in two years by opening new markets and reorganizing the sales teams to maximize coverage and blanketing the regions strongest business opportunities
* Hired to build and lead a talented and pioneering sales team for a two-year old eLearning SaaS company resulting in adding 20 new profitable Fortune 500 accounts in 18 months
* Rebuilt failing sales organization using high touch "sell through" strategy boosting annual sales 123%.
* Highly decorated with multiple years of top producer awards in sales and sales leadership
  + Recognized as top sales leader out of five North America regions achieving 175% of revenue goal.
  + Top District Manager in 1999
  + Exceeded annual sales goal by an average of 300% for 5 years as an account manager.
  + In the sales top 5 performers worldwide for 9 years.

## Strategic Partner Management

* Initiated and developed a program with venture capital firms to educate and offer technology services that helped early-stage companies succeed
* Renewed and added 31 key resellers using new channel programs and simplifying the recruiting process.
* Developed and cultivated strong relationships with strategic customers resulting in $7M in new revenue
* Implemented Partner sales strategy that increased the number of resellers using new Services by 60%.
* Developed sales relationships with key system integrators resulting in 122% increase in pursuits.

**Experience**

**Managing Director**

**THE ONLY CHOICE, LLC –** Westminster, CO

Sales management surrogate, providing coaching, performance improvement, and business development services to accelerate revenue growth. Originated to help growing small businesses modernize their sales organization to reflect the latest best practices in producing sales results.

**Contract Positions:**

**Head of Sales,** April 2019 - Present

**IMSM, Inc.** - Raleigh, NC

Contracted to run a process improvement consulting company as head of sales for North America

* Sales strategy is producing record sales year-to-date (150% over prior year) and year-over-year by 126%
* Set marketing strategy and priorities for North America resulting in an increase in inbound leads by 2.5x

**VP of Sales,** 6 months

**Equa Start -** Denver, CO

* Start-up providing equity asset management solutions. Recruited to build a sales organization and support team that would help deliver required revenues and attract new investment in the months to come.

**Director of Partner Sales,** 18 months

**ACTIFIO, INC. –** Westminster, CO

* Enterprise software data-virtualization and data management company. Helped build more meaningful partnerships with leading industry system integrators. Charged with rebuilding partnerships with 3 major business partners while growing western region service solutions partners
* Built 10 new end-customer target account relationships, with revenue of $20M
* Rekindled 2 System Integrator partnerships that lead to $30M commitment in new business

**Vice President of Sales and Marketing,** 12 months

**LIGHTBRIDGE, INC. –** Westminster, CO

* Start-up providing cloud-based object storage solutions. Recruited to be the head of sales to establish and build a sales and marketing organization that would deliver required revenues and attract new investment. Built a sales organization, creating sales strategy, multiple channels, inside sales team, and business partnerships.
* Implemented sales tactics and marketing strategies that resulted in signing five new clients to early acquisition beta contracts
* Developed a channel program and recruited an initial seven resellers and twenty-two independent agents
* Developed White label partnership programs and initially recruited four managed services companies

**Vice President of Channel Sales,** 25 months

**SANRAD, Inc. –** Boulder, CO

Leading storage area networking company. Company in a negative profit situation, recruited me to help turn-around sales and rebuild the channel.

* Reversed negative cash flow and revived North American operations with $4M in Gross Profit in the second year
* Reinvigorated channel partners with programs that included demand generation and sales support resulting in 85% increase in revenue

**Vice President of Sales,** 16 months

**KNOWLEDGE FACTOR -** Denver, Colorado

SaaS based learning management company with no sales process or leadership. Brought in to lead the company sales.

* Modernized the Sales process and added new sales team that exceeded the annual goal by 375%.
* Won 20 new contracts with Fortune 500 accounts, as an unknown.

**Senior Vice President of Sales,** 28 months

**MANAGED STORAGE INTERNATIONAL -** Broomfield, Colorado

Managed Services Provider (MSP) delivering storage solutions to Fortune 2000 companies. MSI was sold in 2004.

* Build new sales team of 12 direct sales resources
* Grew new account revenues by 400%

**Experience (continued)**

**Vice President of Consulting Services Sales and Marketing,** 09/2012 – 04/2014

**ARROW ELECTRONICS –** Englewood CO

Global distributor of servers, networking, cyber security, storage, enterprise software, systems, cloud, and services to 4,000 resellers. Recruited to build a new professional services sales and marketing team.

* Spearheaded the redevelopment of a limited services portfolio to reflect new consulting services programs
* Services adoption increased by 60% of the target resellers and $35M in new pro-services revenue in the first year
* Added 112 new partners to Cloud Solutions Services

**Founder and President,** 04/2008 – 12/2015

**CAPSTONE TECHNOLOGY SOLUTIONS,** Denver, Colorado

Founded and designed technology solutions around enterprise hardware, software, and consulting services for partners

* Drove adoption and revenue growth to $5M and GM of 63% over five years leveraging up to 38 resources
* Constructed certified Big Data Practice with 15 Big Data Engineers / Scientists; and developed core IT infrastructure and storage service program

**EMC,** 6/1998 – 4/2002 **-** *Enterprise Storage and Software Solutions Company*

**Division Vice President, Telecom, Media & Entertainment Professional Services**

Established new professional services team featuring enterprise sales and delivery models to promote consulting services.

* Expanded professional services model to increase consulting income by $21 million in revenue and developing a committed sales forecast of $115 million within three months.

**Sr. Director Business Development, Telecom, Media and Entertainment**

Managed partner development executives to establish and formalize system integration, application development and technology product integration promoting expanded use of storage technologies, increasing revenue by $100 million through strategic North American partners.

**Regional Sales Vice President**

* Expanded annual revenues from $80 to $412 million in two years
* Revitalized key partnership relationships earning $18 million in increased revenue.
* Recognized as top sales area manager out of five North America regions achieving 175% of revenue goal.

**District Sales Manager**

* Exceeded revenue goals by 120% and implemented business strategies establishing 16 new accounts.

**Education**

* **Bachelor of Science – Business Management – Management Information Systems**
* Colorado State University – Fort Collins, Colorado
* **General Business Studies**
* University of Colorado – Denver/Boulder CO