# My Background and what it means for you

Tracy is a valued business leader with a successful history of building new and rebuilding existing sales and marketing teams that are then designed to exceed revenue goals consistently, especially when confronted with complex business problems. 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 a track record of making commitments that can be leveraged to help achieve your revenue growth objectives.

# Working Together

Long-term, Interim, and Fractional Chief Revenue Officer (CRO) keenly focused on strategies to grow revenue, executive coaching, revive sales teams, advance customer acquisition, build content strategy, and lead partnership development efforts for technology-based funded startup and emerging growth companies. Specific to…

* Funded Startups
  + Content Strategy, Messaging and Customer Acquisition
  + Value-based Sales Strategy, Organization and Execution
  + Revenue Operations and Systems
* Emerging Growth
  + Go-to-market strategy and omni-channel revenue growth leadership coaching
  + Customer Acquisition and Value-based Sales Strategy
  + Growth and Retention Management
  + Metrics and Analytics
* VC, PE, and Banking firms
* M&A diligence support
* Early-stage revenue growth coaching and support
* Existing team and new team support with Revenue Growth Strategy, revitalizing sales, and customer acquisition expertise

# Previous Client Engagements

## **Start Up Businesses**

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

* Led revenue grew to $5M and 63% GM in five years
* Built a Big Data Solutions Integration Practice
* Developed core IT infrastructure and data storage service programs

Contracted by a cloud-based object storage solutions company as Chief Revenue Officer to build a new sales and marketing organization to deliver revenues and attract new investment.

* Results - signing five new clients to beta contracts
* Recruited 7 resellers, 22 independent sales agents, and 4 cloud-based services companies

Contracted by a SaaS based learning management company to lead sales.

* Modernized the Sales process and sales team that resulted in exceeding annual goal by 375% and winning 20 new major contracts.

Contracted to lead Sales and Marketing as Chief Revenue Officer for a Cloud-based Service Provider.

* Build new sales team of 12 direct sales resourcesand grew revenues by 400%

## **Emerging Growth Businesses**

Contracted as Chief Revenue Officer of a process improvement consulting company

* Sales strategy has produced record sales; highest revenue attained in company history; 150% gain over prior year, 190% over two years
* Set marketing priorities for North America resulting in a 2.5x increase in new leads closed

Contracted by an Enterprise software data management company to help build new business partnerships with leading industry system integrators.

* Opened 2 new System Integrator partnerships that lead to $30M commitment

Contracted by a leading storage area networking company with two years of negative profits. Helped turn-around sales and rebuild their channel sales operations.

* Reversed negative profits in 20 months
* Reinvigorated channel partners resulting in 85% increase in revenue

## **Mature Businesses**

Recruited as CRO for a fortune 500-based distributor to build a new professional services sales and marketing team.

* Spearheaded the redevelopment of the services portfolio
* Increased revenue by 60% or $35M year one
* Added 112 partners to new Cloud Services

Managing Partner charged with establishing system integration, application development and technology product integration services

* Resulted in increasing revenue by $100 million through strategic North American partners.
* 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

Recruited to lead and grow existing regions sales.

* Plans implemented resulted in growing from $80M/yr. to over $400M/yr. over two years.

Recruited to lead the turn-around of a failed sales strategy resulting in significant excess inventory.

* Built a focused sales team and closed $136M of unsold excess inventory in under two years

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