

DONALD K. HAMMOND

312-498-1360 • don.hammond.dh@gmail.com • New York City 10024 • linkedin.com/in/donhammond100

DECORATED MANAGEMENT EXECUTIVE BUILDING SCALABLE, SUSTAINABLE & SUCCESSFUL SALES ORGANIZATIONS

- Enthusiastic and highly credentialed sales management executive providing successful leadership that **specializes in exponential growth, start-ups and rebuilds**
 - Highly proficient in **new sales, retention, business development marketing, sales operations, with process-driven and data-centric approach** to drive market share improvement across diverse industries
 - Ethical professional and **change agent with strong business acumen and proven history** of creating and establishing extremely profitable national and global organizations based from three different countries
 - **Six-time corporate management award winner** dedicated to increased revenues and profits along with optimum operating performance
-

AREAS OF EXPERTISE

- *Strategic Planning*
 - *Leadership Development*
 - *KPIs / Metrics*
 - *GTM Models*
 - *Channel Optimization*
 - *Forecasting & Performance*
 - *Standardized Processes*
 - *CRM Management*
 - *P&L / Comp / Quota*
 - *X functional collaboration*
 - *Change Management*
 - *Continuous Improvement*
-

PROFESSIONAL ACHIEVEMENTS

- Extraordinarily successful **career spans over a billion dollars in total revenues directed** through execution of proven GTM approaches, process improvements, branding strategies, and market share advancement
 - **Six-time corporate sales management award winner:** Unparalleled record of exceeding revenue, client retention, and team building goals
 - Built sales organizations from **0 to 8 figures, \$35MM to \$90MM and \$100+MM to nearly \$250+MM** in ARR
 - Promoted and developed **5 start-ups across 2 industries** as well as successfully re-created sales entities for highly distressed organizations and countless pro bono hours in startup incubator direction
 - Early adaptor and creator of Sales Operations groups (2000s) focused on **KPIs, SOPs and collaboration**
 - Executive Sales Management leader in **Seed, A, B and Exit stages** with middle-management IPO tenure
 - Delivered **1,600+ instructor hours** of Time Management, Business Acumen, Professional Negotiation, Critical Thinking, EI, Adversity Management and countless SPIN, MEDDIC, Consultative, 5/7-Step selling and activity approaches
-

PROFESSIONAL EXPERIENCE

Chief Revenue Officer, SolView

2018-present

Successfully direct and manage the sales and marketing strategies as well as overall profitability of embedded learning AI-driven SaaS company that specializes in data analytics. Company officer with fiduciary duties along with HQ relocation from Tel Aviv to the United States.

- **Achieved >\$4MM in first year - 300+% estimates – with revenues at nearly \$22MM before exit announcement**
- **Created first ever direct rep, indirect agent and VAR distribution channels in company history with representation and clients spanning Asia, Australia, Europe, South America and North America**
- **Opened new revenue verticals to embrace total service potential with multiple FORTUNE 500 client signings spanning P&C Insurance, Reinsurance and Real Estate Tech**
- **Reestablished company's entire marketing and branding via new website, logo, social media, digital, print as well as community outreach**

DONALD K. HAMMOND

Page 2 of 2

-
- Founder, CEO Sales & Operations, dre-ag llc** **2016-2018**
- *Successfully founded consulting company with a focus on sales, branding, operations, and funding for start-ups and organizations in transition. Quickly grew the company to >\$3.5M in annual revenues*
 - **Accepted offer to purchase client base in late 2017, finalized in early 2018**
 - *Highly diverse client register including Tech/IT, SaaS, Manufacturing, Medical Device and Renewables*
- Chief Sales & Marketing Officer, SEG** **2012-2016**
- *Hand-selected by Strathcona Energy Group (SEG) for an internal promotion post-acquisition with MAGE SOLAR USA. Directed the entire sales and marketing strategy and profitability for organization of 150+ employees, **total annual revenues of >\$250M**, and more than 300 dealers and distributors globally*
 - **Increased sales by 71% within initial 6-months** of hire by creating and executing improved sales philosophy, training, product promotion, commission modifications, and daily inspection
 - **Increased overall corporate net margins by 60+%** with complete overhaul of internal sales and operational company policies, product inventories, marketing and branding strategies, budgetary prioritization, operational efficiencies, reporting processes and overall employee transparency
- Vice President of Sales and Marketing, ARI** **2010-2012**
- **Created company's first direct and indirect sales channels** including commission, sales training, and territory development
 - *Personally initiated and instituted new logistical delivery system, vendor representation and ERP to better streamline internal efficiencies and operations.*
- Regional General Manager, Clear Corporation** **2006-2010**
- *National leader in direct and indirect sales, marketing, customer care, operations and budget of the region for multi-billion-dollar broadband start-up company. **Launched more than one dozen markets and managed >\$70M annually***
 - **President's Council winner for 2008.** Region attained net-budget quotas 30 of last 33 months
- General Manager, Nextel** **2004-2006**
- *Gainfully led the sales, marketing, customer care, operations and budgetary direction of the region for the FORTUNE 500 wireless telecommunications company. Revenues **managed \$55M annually***
 - **Circle of Excellence Winner in 2005** – national leader in ARPU, CPGA and EBITDA
- Sales Director, MTA** **2002-2004**
- *Tech/IT reseller including CLEC, LD, ISP, Microsoft, CISCO, Juniper, IBM, HP, SAP and Oracle*
 - **Created first-ever successful direct sales channel in company history**
-

EDUCATION

Bachelor of Arts (BA) | Business
University of Wisconsin, Madison

MBA | Executive Program
Northwestern Kellogg, Evanston, IL

BOARD POSITIONS & AFFILIATIONS

Channel Chair, Sales Individual Contributors, The Revenue Collective (PRO BONO) asked by company founder to globally lead the IC Channel to **engage and train the more than 4,000 individual contributors** on topics such as Self Improvement and Career Advancement strategies, as well as Sales efficiencies and productivities.

Boys & Girls Clubs: Board Member, assisted fundraising, after school, and athletic league planning

Humane Society: Board Member, assisted in strategic planning, budgetary topics, branding, and marketing guidance
- see LinkedIn profile for entire register