**Dave Trail**

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**CAREER SUMMARY**

Enthusiastic Sales and Business Development Leader and changing force for revenue and business growth across **Industry 4.0, Analytics,** **SaaS, Cloud, Enterprise, IIoT, AI / ML, MES Software**. Skilled negotiator selling to Fortune 1000 B2B international corporations with an emphasis on C-level executives at large manufacturing organizations. Extensive record of **double- and triple-digit success and quota achievement** in business growth and sales management, product positioning and pricing, GTM, Strategy, and employee hiring/ performance/ development within sales, marketing, customer success, AE/ SDR/ BDR / AM with **teams of 100+**. High energy motivator and role model for the entire organization.

**SKILLS AND STRENGTHS**

* **Quota Achievement** – Long history of smashing quotas both individually and company-wide
* **Business Development** – New market business expansion, strategic partnerships, evangelist
* **Solution selling** - Customer-centric problem solver.
* **Sales Leadership** – Lead by example creating high performance sales teams at 100%+ quota.
* **Sales Process** – N.E.A.T., SPIN, Challenger, Sandler, MEDDPICC
* **Customer Relationship Management:** (CRM) veteran with Salesforce, HubSpot, Zoho experience
* **Management Style –** Player / Coach / Collaborator / Motivator/ Goal setter
* **Responsibility Scope** – Sales and Revenue growth, P&L Management, Business expansion, the formation of Strategic partnerships, across multiple industries and sectors

**PROFESSIONAL ACCOMPLISHMENTS**

* Led SaaS AI/ML Advanced Analytics Software company to $15 million “Series A” round.
* Participated in corporate acquisition of $200 million company.
* $0 to $5 million in less than 2 years through New Business Development
* P&L Responsibility for $100 million company
* **Quota Sales growth of 500%, 160%, 140%** at multiple organizations
* Global Sales Management of 120+ Account Directors, Executives, and Customer Success team
* Multi-million-dollar relationships with ***Foxconn, Flex, Jabil, Honeywell, Magna, Medtronic, and more***
* Sought after Industry 4.0 expert for Industry Spotlights, Interviews, Publications, and Featured Speaker
* Strong business network including over 10k LinkedIn followers and 12k industry contacts.

**WORK HISTORY**

**Senior Sales Director**

Stellarus Group – San Diego, California 10/2022 – Present

Sales for a full-service Industry 4.0 Technology and Business Consultant Firm focused on industrial and electronics manufacturing, smart equipment integration, machine connectivity, manufacturing execution systems software (MES), and today's AI/ML Advanced Analytics.

* Providing direction and specialist knowledge in applying the technology/application to client business
* Offering Digital Transformation, Digitalization, Smart Manufacturing, and Strategic Road mapping
* Leading account planning and strategy development.

**Vice President of Sales**

Arch Systems (Startup) – Palo Alto, California 05/2021 – 10/2022

Global responsibility for developing SaaS sales and support team for Arch’s growing customer base by

selling Arch’s unique manufacturing Industry 4.0 based AI/ML and Advanced Analytics to some of the world’s largest manufacturing companies. Implemented systems, strategies, and product positioning necessary to grow the start-up organization culminating in a $15 million VC funding round.

* Improved pipeline by 500% ($100 million)
* Increased revenue by 110% ($5 million)
* Hired and trained 4 AEs, 2 AMs, 3 Applications Engineers, 1 BDR, and 2 SEs in less than 9 months.
* Created revenue plan, GTM and created product offering/ differentiated basic technical capabilities into sellable Product Suite
* *Recruited away from Critical Manufacturing*

**Vice President of Sales**

Critical Manufacturing MES – Porto, Portugal 05/2019 – 05/2021

Grew Critical Manufacturing’s Industry 4.0 MES system revenue from near $0 to a multi-million-dollar business unit in less than one year. Critical Manufacturing was primarily focused on the semi-conductor market but wanted to enter electronics assembly. I brought them there through extensive network and relationships.

* ~$0 to $5 million in two years – 150% Quota ($2 million)
* Developed GTM strategy and SMT electronics focused business plan.
* Created and implemented industry focused marketing and PR strategy.
* Developed differentiated product plan.
* Positioned Critical to win the Global Technology Award in Fall 2020 (biggest award in the

industry)

* All of this was done during Covid lockdowns.
* *The first call I made after leaving Cogiscan*

**Global Director**

Cogiscan – Bromont, Canada 05/2015 – 05/2019

Spearheaded Cogiscan’s Industry 4.0 growth through Key Account Management and creation of Software Partnerships with large MES companies such as Dassault Systèmes, Siemens, iBASEt/ Solumina, iTAC, PTC, Critical Manufacturing, etc.

* Average annual quota attainment of 140% ($1.5 million)
* Signed partnerships with large MES companies allowing them to increase revenue by over $100

million

* Created and realized revenue opportunities at Foxconn, Jabil, Schneider Electric, and Aptiv
* *Recruited from Aegis*

**Sales Manager**

Aegis Software MES – Horsham, Pennsylvania 01/2014 – 05/2015

Recruited and managed team of Independent Sales Representatives which resulted in 25+ commission only sales representatives and over $4 million in revenue in first year in Industry 4.0 based MES Sales

* 160% Quota attainment
* Focused Territory on New Product launch withing the western United States
* Upsold 60% of existing customers within 9 months.
* *Recruited to Cogiscan*

**Successful Sales Executive**

Various – San Diego, California 11/2000 – 01/2014

Foundation of exceptional sales experience within Manufacturing (focus on Electronics). 10 Years of

Enterprise Software sales. Tiles held in this timeframe – VP – Sales & Business Development, Sales Director, Director Sales and Marketing, National Sales and Marketing Manager, Business Unit Manager

* Highly recognized expert in Industry 4.0, Digitalization, SaaS, Connectivity, AI/ML
* Sought after contributor to leading trade publications, voice of industry authority, “go-to” person

on industry and market developments, advisor and strategist for many industry leading organizations

* Nearly 10k LinkedIn followers, over 12k industry contacts and friends
* Details and history can be seen at <https://www.linkedin.com/in/dave-trail/>

References available on request.

**EDUCATION**

**BS – Business Management**

San Diego State University (SDSU) – San Diego, California