**D. SCOTT KARNEDY**

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**SVP of Sales and Business Development**

Mr. Scott Karnedy is a motivational, innovative sales leader who drives rapid revenue growth and delivers best-in-class customer experiences. He analyzes operational needs, identifies go-to-market growth opportunities, and defines strategies for capturing new clientele. High energy, creative, driven, and with an infectious winning attitude, he is known for getting things done.

He has proven success leading customer-facing organizations in a startup, early/middle stage, turnaround, and established market environments. Mr. Karnedy is recognized for developing and executing strategies that result in highly desired capital exits and acquisitions.

He is proud of his history of penetrating emerging markets by developing and executing strategic roadmaps, managing high-profile campaigns and events, revamping process efficiency, and introducing changes to operational procedures. An excellent communicator, Mr. Karnedy has remarkable efficiency in leading cross-functional teams while managing a global customer base and strengthening strategic relationships.

With a bias for action, Mr. Karnedy develops and facilitates the execution of the corporate vision and mission. He will improve the interpreting and communication of the enterprise operational position and go-to-market strategies to sales representatives and the post-sales team. He’s renowned for instilling confidence and inspiring others to exceed expectations.

Mr. Karnedy orchestrates the consistent delivery of increased revenue and profitability, exceeding expectations and metrics.

He develops and maintains relationships with customers and field sales organizations; he collaborates with team and executive leadership to design business plans. Mr. Karnedy utilizes journey mapping and action plans to enhance customer engagement; he fosters consumer loyalty through high-level interactions at each step to improve their experience. His artful presentation skills articulate strategic goals and communicate change initiatives to influence stakeholders and drive consensus.

Mr. Karnedy brings an authentic leadership style shaped by his experiences, values, and motivations. He looks to provide his team members with constructive, prompt feedback and input involving performance or unique customer scenarios. He is also an active listener, which allows him to onboard different ideas and perspectives in tackling other problems. He eagerly mentors, trains, motivates, and drives employee development, including leadership, ethics, and communications. Doing so secures the foundation for developing and sustaining a performance-enhancing culture, as revenue growth and culture are inextricably linked.

Mr. Karnedy has significantly impacted previous sales teams and client strategies.

* **Designing strategies.** After writing a strategic plan, he introduced investors and sponsors to innovative ways to sell their independent films and documentaries. Realized a year-over-year increase of 918%.
* **Focusing sales teams.** Mr. Karnedy assisted a client in **a**chieving the hyper-growth a client firm desired and collapsed time in the sales cycle. He built out the reporting and metric tracking and designed best practices for leading and managing a new sales organization. His client achieved the $15M goal in Year One and surpassed the $25M goal by $7M to reach $32M in revenue before selling the firm.
* **Building and growing a business.** Recently, he added over 3,000 new kiosk network locations, expanding the market by 50%, generating an additional $200M in collections revenue, and supporting revenue of $400M.

**ecoATM**

**Vice President - Strategic Clients & Partnerships Jan 2020 - Sept 2022**

Mr. Karnedy orchestrated the activities of account management, in-store representative, and business development teams. He assisted the business development team in identifying strong retail partners, presenting the ecoATM value proposition, negotiating partnership terms, executing pilot programs, and introducing and launching the new ISR program and development team to work in-store with partners and consumers. Accountable for communication with partners and consumer training on the kiosks, he oversaw 30 Business Developers, Account Managers, and In-store Reps; developed real-time forecasting, proactively adjusting staffing and scheduling.

* By adding over 3000 new locations to the network of kiosks, Mr. Karnedy helped grow the market by 50%.
* He generated an additional $200M in collections revenue and supported company revenue of $400M.
* COVID restrictions restricted the flow of customers by shutting down the vestibules where the kiosks were located to address social distancing requirements, unplugging the kiosks, and moving them. Mr. Karnedy developed an aggressive plan to get most of the kiosks back online. Within two months, 600 kiosks were back online generating revenue—acquired rent abatement on sites hosting the affected kiosks, saving $1.8M.

**Valhalla Advisors**

**Managing Consultant & CEO Oct 2014 - Jan 2020**

As the firm’s founder and lead consultant, Mr. Karnedy assisted client companies in creating and implementing winning strategies to accelerate revenue and operational excellence while enhancing the skill set of employees by delivering practical training. Guiding client sales operations teams to follow best practices, control costs, and contribute to the operating profit, Mr. Karnedy increased the value of their company. His firm specialized in helping newer companies, start-ups, and speed-ups, which needed disciplined, proven approaches to meeting and exceeding their revenue goals.

* Directing a plan to address a client’s organizational structure to support and drive the hyper-growth the founders were looking for and to collapse time in the sales cycle, Mr. Karnedy built the reporting and metric tracking and trained the Sales Lead on best practices for leading and managing a new sales organization. His client achieved their $15M goal in Year One and surpassed a $25M goal by $7M to reach $32M in revenue before the firm was sold to Bic.
* Crafting an end-to-end plan for a client’s fresh look at their approach to business development, strategic account management, and a trackable method to target both direct selling and a new agency initiative, Mr. Karnedy defined specific quarterly goals, installed a CRM tool for better tracking and reporting, mentored new CRO, and created a targeted talent acquisition plan. His client achieved their aggressive pursuit of $14.5M the following year.
* Mr. Karnedy designed a plan for accelerated revenue growth in a client firm with a disjointed leadership team. Developing more robust reporting, utilizing Salesforce, and designing a new compensation plan to reward the sales team and identify targeting criteria to get quotas met and exceeded quickly, he set a new pricing plan for their services that grew sales from $2M to $3.6M in Year 2 and $6M in Year 3.
* Created sales roadmaps and developed an ‘Ideal Customer Profile’ to take the guesswork out of a client’s business development efforts. Mr. Karnedy’s strategic plan reset their pricing and ensured they built profit into every project they worked on. His client achieved their pricing target of $200/hr, declined unprofitable projects while doubling their deal size on the projects they worked on, and were at 42% of their 2015 goal at year’s end.

**SnagFilms & IndieWire**

**Chief Revenue Officer Jan 2012 – Feb 2014**

Conducting extensive branded entertainment campaigns in addition to RTB, ad networks, private exchanges, multi-platform, and direct-to-client business, Mr. Karnedy reorganized the advertising sales department and developed and trained new teams to conduct opportunity development, operations, and research.

* After writing a strategic plan, Mr. Karnedy introduced the investors and sponsors to innovative ways to sell their independent films and documentaries to the public. He suggested that their inventory include programmatic, ad networks, and a more aggressive focus on Direct-to-Brands vs. advertising agencies. This approach saw a year-over-year increase of 918%.
* Designing a more rigorous and aggressive Business Development plan, Mr. Karnedy coached the team on an Ideal Customer Profile and developed a target list for new business. Using those tools, the team scored some quick wins. Mr. Karnedy’s plan became part of Indiewire’s standard operating procedure and generated a 46% increase in sales in year one.

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**Premier Retail Networks**

**Chief Sales Officer Nov 2008 – Jan 2012**

Mr. Karnedy directed a sales organization in digital place-based media through a meaningful change in business model and established a media sales entity that was scalable and lucrative. He developed and trained a team of 50 seasoned advertising and media professionals to drive advertising sales while creating a sales pipeline, operations, ad services, research, and marketing. After losing major retail partners, he restructured sales strategy, tactics, product development remuneration, and market positioning.

* After the losses in the core business, Mr. Karnedy drove revenue growth of over 50% in two years (approximately $40M), with a 68% average deal size growth in one year.
* Digital Out of Home (DOOH), a targeted platform, had not achieved the growth, recognition, or budget allocations seen by traditional media. Mr. Karnedy created a unique event to promote awareness of the company’s lead in DOOH and positioned the firm to proactively negotiate upfront deals vs. waiting for RFPs. In the first year after the event, revenue increased by 55%, with 63% growth in average deal size.

**XM Satellite Radio**

**Senior Vice President of Sales and Marketing Solutions Sept 2003 – Oct 2008**

Developing a team of 55 experienced media and advertising professionals to drive sales, sales operations, research, marketing solutions, and product development, Mr.Karnedy co-authored and implemented an effective, end-to-end business process along with forms, CNAs, marketing and sales collateral, presentations, and wrap-up reports.

* Created the leading satellite radio sales organization with a growth in revenue from $3.5M to approximately $45M over four years. Mr. Karnedy’s approach helped triple the number of agencies/clients and increased average order size 30-fold. Delivered margins for controllable expenses of more than 65%.

**Early Career:**

**Infinity Broadcasting Senior Vice President / Director of National Sales**

**AOL Time Warner Vice President / National Sales**

## Education

Bachelor of Arts, Entrepreneurial Studies & Marketing Babson College Boston, MA