

**SVP of Sales & Business Development**

 **D. KARNEDY**

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|  **SUMMARY****An innovative leader for developing and executing transformational sales strategies, improving procedures, driving new business capture, and restructuring for successful sales team performance. Top performer with the ability to analyze operational needs, identify lucrative growth opportunities and define strategies for capturing new clientele and establishing a presence in emerging markets. Champions initiatives that drive efficiency, profitability, and customer satisfaction. Creates strategies to increase sales and reduce costs through analytical feedback, competitive intelligence, increased efficiency, and new product launches.** **Aligns operations and leadership teams to anticipate business trends to grow and retain market share. Influences enterprise-wide delivery of premium experiences by defining key objectives, identifying service gaps, and spearheading improvements. Applies a collaborative approach that includes team leadership, client-facing, program management, strategic partnerships, and process optimization. Employs motivational style to develop, mentor, and empower employees to excel.**AREAS OF EXPERTISEStrategic Planning | Business Development | Marketing & Activation | Sales Strategies | Revenue Acceleration Operational Design & Execution | Product Development | KPIs | Advertising Board & Investor Presentations | Client Retention | Key Account Management | Performance Measurement & Improvement | Social & New Media Marketing | P&L | Startups | Rapid Growth | Cross-Functional Team Building | B2B | Sales Forecasting **EDUCATION**Bachelor of Arts, Entrepreneurial Studies | Babson College, Boston, MA |  | **WORK EXPERIENCE****ecoATM** **Vice President - Strategic Clients & Partnerships Jan 2020 - Sept 2022** Orchestrated the activities of account management, in-store representative, and business development teams. 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. Oversaw a group of 30 Business Developers, Account Managers, and In-store Reps; developed real-time forecasting, proactively adjusting staffing and scheduling.**Valhalla Advisors** **Managing Consultant & CEO Oct 2014 - Jan 2020** Assisted client companies in creating and implementing winning strategies to accelerate revenue and operational excellence. Enhanced the skill set of employees by delivering practical training. Guided client sales operations teams to follow best practices, control costs, contribute to the operating profit, and increase the value added to their company. Founded the firm to specialize in helping newer companies, start-ups, and speed-ups, which needed disciplined, proven approaches to meeting and exceeding their revenue goals.**SnagFilms & Indiewire** **Chief Revenue Officer Jan 2012 – Feb 2014** Conducted extensive branded entertainment campaigns in addition to RTB, ad networks, private exchanges, multi-platform, and direct-to-client business. Reorganized the advertising sales department and developed and trained new teams to conduct opportunity development, operations, and research. **Premier Retail Networks**  **Chief Sales Officer Nov 2008 – Jan 2012** 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. Developed and trained a team of 50 seasoned advertising and media professionals to drive advertising sales while developing a sales pipeline, operations, ad services, research, and marketing. After losing major retail partners, restructured sales strategy, tactics, product development remuneration, and market positioning. **XM Satellite Radio** **Senior Vice President of Sales and Marketing Solutions** Developed a team of 55 experienced media and advertising professionals to drive sales, sales operations, research, marketing solutions, and product development. Co-authored and implemented an effective, end-to-end business process. **EXPERTISE INCLUDES*** Designing strategies. After writing a strategic plan, 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. Achieved the hyper-growth a client firm desired and collapsed time in the sales cycle. Built out the reporting and metric tracking and designed best practices for leading and managing a new sales organization. Achieved the $15M goal in Year One and surpassed the $25M goal by $7M to reach $32M in revenue before the firm was sold.
* Building and growing a business. Recently, added over 3,000 new kiosk network locations, expanding the market by 50%, generating an additional $200M in collections revenue, and supporting company revenue of $400M.
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