

David Sanders... STRATEGIC SALES LEADERSHIP FOR EXCEPTIONAL REVENUE GROWTH

Atlanta, GA • 678-429-6245 • David.sanders@revellence.com www.linkedin.com/in/dwsandrs • www.revellence.com

As a strategic sales leader, I have a proven track record of driving exceptional revenue growth through the development and execution of go-to-market strategies. My expertise lies in transforming selling approaches, launching new products, and leading M&A integrations to achieve aggressive revenue targets and accelerate global growth. I am known for building world-class sales teams and fostering a customer-centric sales culture. My core competencies include global sales vision, go-to-market strategy, business development, revenue delivery, key accounts management, strategic partnerships, team leadership and coaching, and digital transformation and SaaS.

Vision and Execution to Achieve Aggressive Revenue Targets

- **Revenue Growth:** Increased ARR growth by 62%, closed 50% more transactions globally, while attaining three times as many new customers as the previous year by expanding our IoT presence in the middle of the pandemic.
- **Go-to-Market Strategy:** Transformed a services company to a SaaS provider improving revenues 75%. Implemented a new GTM strategy tripling pipeline in 90 days with a new sales cadence and brand awareness.
- **M&A Integration:** Led consolidation of four acquisitions into one new division. In 12 months produced \$300M in total revenues (34% increase) year over year. Consolidated two \$25m companies into a \$50M organization
- **Accelerated Global Growth:** Increased revenues 196% YOY to \$29.3M expanding into international markets. Doubled the sales team and built multiple new alliances.
- **Sales Operations:** Improved gross margins 6.2% and forecasting accuracy 231% by implementing a new pricing model spanning across credit unions to Enterprise banks, contracts, and approval processes. Improved forecasting.

Core Competencies Ensuring Go-to-Market Success

- Global Sales Vision | Go-to-Market Strategy
- Business Development | P&L Accountability
- Global Sales Operations
- Revenue Delivery
- Key Accounts | B2B | Omnichannel
- Digital Transformation | SaaS | Cloud | CRM
- Robotic Process Automation | Business Outsourcing
- M&A Consolidation | VC | PE
- Solution | Consultative Selling
- Strategic Partnerships
- Win-win Negotiations
- Team Leadership | Coaching | Mentoring

Innovative Sales Leadership to Drive Sales Culture and Digital Transformation

Revellence, Atlanta, GA

2018 – Present

Active VP of Sales/ Chief Revenue Officer helping small to mid-sized companies build powerful sales cultures and drive rapid growth.

Chief Revenue Officer | Go To Market Strategy | Business Transformation | Sales Forecasting

Serve in fractional leadership roles including Chief Revenue Officer and SVP Sales – providing strategic direction to CEOs, CRO's on sales and GTM strategy. Expert in transforming stagnant sales teams improving ASP, margins and forecasting accuracy through sales cadence, and opportunity/account planning. *Representative Engagements:*

- **Nastel – (2019-2021)** As acting **Chief Revenue Officer**, transforming the GTM strategy from a perpetual license model to a SaaS/Cloud strategy responsible for the direction, management, and development of a global business development, sales, marketing, and channels organization. Creating specific sales plays to rapidly grow pipeline (267% in six months) to achieve revenue targets. Restructured the global sales organization to produce optimal results. Increased ARR growth 62% that led to the sale of the business for 3X of previous offers.
 - **The Compliance Group (2021-2023)** As **Sr. VP of Sales and Marketing**, leading strategy for launching a new SaaS solution into the market to meet FDA guidelines for new pharmaceuticals and medical products leveraging new technologies. Tripling the sales force and on boarding each new rep. Created a new lead development program resulting in a 200% increase in pipeline. Created a new sales cadence resulting in 2021 revenues up 125%.
-

- **Valenta BPO** (2018 - 2019) As **Senior VP of Sales**, leading strategy for launching the Valenta brand into the US market, as well as, overseeing the introduction of new solutions/services from digital transformation and process consulting to virtual staffing. Developed a GTM strategy creating a sales channel focused on a franchise model. Role also includes recruitment of new franchisees into the organization, followed by development of business plans that help them achieve their goals with a 90-day action plan to launch, along with implementation of a sales cadence to manage progress.
- **Sales Coaching Institute** (2018 - 2021) As Chief Sales Executive, transforming under-performing/stagnant sales teams by conducting thorough sales audits and assessing and interviewing sales personnel to make recommendations to CEO's and leadership teams. Focused on establishing new sales culture that is performance based and data driven, while guiding the strategic direction of GTM strategies, sales structure, driving people transformation, and creating sales cadence that can be implemented to achieve desired results – from pipeline management to close rates, to improved forecasting accuracy.
- **LabDS** (2019 - 2022) As the acting **VP of Sales**, tasked with transforming the sales organization and turning around an underperforming team through personnel changes and by implementing a sales cadence to improve forecast accuracy, sales pipeline, and sales results – currently tracking to have the best years sales performance in company history.

ALOAGENT CORPORATION, Atlanta, GA

2017 – 2018

Provides financial institutions with innovative payment processing, digital banking, and loan origination technologies.

SENIOR VICE PRESIDENT OF SALES AND MARKETING

Recruited by new CEO to create team cohesion and establish/drive success criteria.

Led worldwide sales, marketing, and sales team of 23 in the US, UK, and Latin America. Created a "Go-to-Market" strategy, including a new Sales Playbook to reposition the brand to penetrate the digital banking market.

- Transformed a stagnant sales team at 89% YOY revenue to 131% in six months improving SaaS ASP 17%, and forecasting accuracy 148%.
- Launched a new digital banking solution into the mid-tier banks and credit union vertical
- Improved gross margins 6.2% with a new pricing model, contracts, and approval processes.

Blackline Corp, Atlanta, GA

2016 – 2017

Provider of automated, complex, manual, and repetitive accounting processes and cloud services.

VICE PRESIDENT OF SALES, STRATEGIC ACCOUNTS

Recruited to create a new strategic account division focusing on global customers.

Built team of six from scratch in 60 days.

- Built \$28M in new pipeline including four \$1.0M ACV opportunities.
- Improved ASP 302% in six months by implementing ROI tools and consolidating multiple products into value-added solutions.
- Became top division in revenue attainment in six months, producing 42% of the Company's revenues.

IBM CORPORATION, Atlanta, GA

2011 – 2016

American multinational technology company headquartered in Armonk, New York, with operations in over 170 countries.

NORTH AMERICAN SALES LEADER, IBM, Atlanta, GA

Following IBM's acquisition of Sterling Commerce and four other companies, was handpicked to create the Smarter Commerce division by consolidating five disparate sales teams and hiring new talent.

After successful completion of the integration, was invited to the Executive Learning Training program and asked to transform a failing division of Smarter Workforce where revenues were declining by 35%. Led sales in four vertical markets, including financial, retail, healthcare, and Federal government sectors.

- Produced \$300M in revenues, increasing Smarter Commerce Division YOY revenues by 34%.
- Led Smarter Commerce Division to overachievement of revenue targets and was awarded IBM's Sales Eminence Achievement Award.

- Retained 95% of Smarter Commerce Division new talent during a period of significant reorganization and change.
- Hired new Smarter Workforce team, placing 16 sales managers into new roles, created 105 new territories. By end of first year, team produced \$174M in license revenues and \$300M total revenues resulting in 34% YOY growth.
- Closed a \$17.6M transaction at one of the largest banks with a new data management solution
- Took Smarter Workforce revenues of \$11.2M to \$23.6M in 12 months, enabling sale of the division to outside investors. Awarded IBM's Managers Choice Award for results.

STERLING COMMERCE (acquired by IBM) Atlanta, GA

2004 – 2011

\$500M software and services company providing the first Omnichannel Commerce, Supply Chain Visibility, and one of the first managed services platforms for data exchange for global companies.

VICE PRESIDENT SALES

Led between eight and 50 team members and three different divisions domestically and internationally, consistently exceeding quotas from \$20M to \$55M. Seen as go-to-guy for fixing problems, creating and executing new go-to-market strategies, forging technology partnerships, and leveraging sales channels to overcome significant cultural and infrastructure challenges.

- Created new emerging markets division, generating \$29.3M in total revenues and 196% growth in license revenues in the financial sector.
- Created a new strategic relationship with Banco Central Do Brazil (equivalent of the US Federal Reserve) to manage all financial transactions in the country
- Expanded global sales team from 13 to 32, building sales, operations, and marketing teams through successful introduction of cloud and SaaS platforms.
- Developed sales team to launch a new omnichannel brand into the retail/distribution market, building \$20M in pipeline and closing two key retailers and transforming Company direction.
- Led collaborative solutions process to devise an integrated B2B supply chain platform that was recognized by the NRF Technology Innovation Award. Delivered multimillion-dollar cost savings to the customer and restored account loyalty, leading to \$15M omnichannel solution.
- Transformed Southern region from worst-performing to top-performing division and established new retail division focused on omnichannel solutions that generated over \$10M in new license revenue the first year.
- Saved Walmart account, closing a \$3.4M deal in year one and \$17.6M in year two. Awarded Walmart Vendor of the Year.

Earlier Career Experience

VP of Sales, Sybase – Transformed an underperforming team into the top division in one year.

Global Sales Manager, Siebel Systems – Top 10% performer recruited to lead major account complex solutions.

Global Account Manager, SAP America – Recruited to launch new global retail brand.

National Account Manager, JD Edwards – Top 10% performer to launch new Process Manufacturing solution.

A Passion for Professional Development and Lifelong Learning

BSBA Marketing, University of Arkansas, Fayetteville, Arkansas

Executive Conservation | ELT – IBM's Executive Leadership Training | Solution and Spin Sales | MEDDIC
WIGS – Wildly Important Goals | Target Account Selling | Consultative Selling | Command of the Message