

NEIL ISFORD

(203) 962-4098 | neilisford@gmail.com | 15 Sengekontacket Road, Edgartown, MA 02539

SUMMARY

An experienced SaaS executive with a proven track record in growing sales and revenue and building high performance teams across a broad spectrum of companies (from early-stage startups to multinational organizations). Expertise in AI, data, analytics, and security, and helping clients apply these technologies to generate business value. Notable successes and strengths include

- Leveraged **technical and leadership expertise** developed at IBM to effectively scale four smaller SaaS firms
- **Led twelve successful sales & services teams** ranging in size from 8 to 4,500 employees and \$4M to \$7B in revenue. Delivered **new business sales growth from 40% to 230%/year**
- **Financial services** industry knowledge in banking, investment/asset management, commercial real estate, and insurance
- Experience in implementing **Analytics and AI based solutions** for financial crimes (AML/KYC, conduct surveillance, fraud), risk & compliance, customer care & insight (AI virtual assistants & call center support, next best action), payments (safer payments, financial transaction management), catastrophe risk modelling (insurance), smarter cities, virtual assistants and skills development, leveraging IBM Watson & other data & analytics technologies.
- Skills in **Security** including security & privacy consulting, data & payment security, security intelligence & event management platforms, and cybersecurity risk modelling
- **Assessment** expertise in test design, development, and exam delivery for professional testing and the higher education market
- **Revenue operations** experience including defining addressable markets, establishing territories/quotas, creating effective sales plans, & institutionalizing sales methodologies
- Designing and implementing compelling **Business Partner programs** for a range of channels including consultants, systems integrators, application developers, MSPs, OEMs, VARs & VADs
- **Global experience** across all continents including leading IBM software sales in Asia Pacific (based in Tokyo & Shanghai), and Risk Management Solutions in Europe.
- Completed and integrated numerous **software/SaaS acquisitions**

SKILLS

- Consultative & solution selling
- Building & leading sales and GTM teams
- Collaborative management style
- Tools & technologies (including Salesforce, Gong, Atrium, HubSpot, ZoomInfo)
- Operational & metrics focus
- Software / SaaS
- Professional & managed services

EXPERIENCE

Meazure Learning:

Chief Revenue and Customer Officer, December 2022-August 2025

McLean, VA

Established a full-service solution model to generate exponential sales growth

- Meazure Learning is a leading provider of online exam proctoring and in-person test administration solutions, and software products and services that assist in the creation and delivery of exams.
- Responsible for growing sales (new business and existing accounts), retaining clients, and building an organization that positioned the company for expansion.
- From 2022 to 2024 grew sales 153% (60% GCR) and generated >\$100M in revenue per year with Net Revenue Retention of >100%.
- Expanded the sales organization and assessment development & psychometrics services practice, and created new Customer Success, Solution Consulting, and SDR teams.
- Integrated three acquisitions that successfully established Meazure Learning as a full-service testing provider
- Implemented several new sales processes including the Challenger Sales, lead development, win/account planning, solutions assurance, and client health.
- Launched a Customer Advisory Board
- Developed and implemented testing solutions for a broad range of organizations including the Association of American Medical Colleges (AAMC), National Restaurant Association, American Council on Exercise (ACE), Western Governors University (WGU), International Code Council (ICC), Real Estate Council of Ontario (RECO), and Adobe.

Dealpath:

SVP Sales, October 2020-October 2022

New York, NY

Added sales processes and methodologies to position the company for rapid growth

- Sales and client development leader for the commercial real estate industry's leading SaaS solution for deal & portfolio management
- Expanded the Sales and Customer Success teams and grew sales >90% Y-Y
- Developed the go-to-market strategy, implemented the MEDDPICC sales methodology, and aligned the sales, BDR, marketing, and customer success teams into a cohesive GTM engine
- Clients included Blackstone, Oxford, Starwood, TIAA/Nuveen, Fidelity, UBS, NY Life, MetLife,

Risk Management Solutions (RMS):

Chief Revenue Officer, September 2018-July 2020

Hoboken, NJ

Successful migration from on-premise software to SaaS

- Led go-to-market activities globally for a portfolio of risk management software/SaaS solutions. These included industry leading catastrophe models (e.g., hurricane, flood, earthquake, cybersecurity, terrorism, pandemic), and climate analytics offerings. These help clients better manage risk, increase resilience, improve governance, and make better business planning decisions by operationalizing client change analytics.
- Grew revenue to \$320M by expanding new business sales 78% Y-Y
- Implemented the Miller Heiman Strategic Selling model to drive a "win-win" culture across the sales team
- Managed the sales, technical specialists, consulting, client success and marketing teams, and sold a portfolio of managed services from an India based delivery practice
- Clients included Chubb, AIG, Zurich, Allianz, Munich Re, AXA, Aviva, Travelers, AON, RenRe

IBM:

WW GM, Watson Financial Services Solutions, January 2017-August 2018

Armonk, NY

Integrated Watson/AI into a portfolio of financial services solutions

- Headed sales for a new global organization that sold cognitive/AI and analytics-based solutions for FSS clients
- This included software and SaaS based offerings for Regulatory Compliance & Governance, Financial Crimes (AML/KYC, Conduct Surveillance, Payment Fraud, Insurance Fraud), Financial Risk, Commercial Payments (FTM) , Customer Insight, Sales Performance Management
- Achieved 2017 revenue plan \$700M (\$400M stream/\$300M new business), 11% Y-Y
- Clients included HSBC, PNC Bank, JPMC, Citibank, Regions Bank, US Bank, Scotiabank, State Farm, Santander, BNPP, ANZ Bank, and all the major Japanese banks

GM Analytics, Industry & Cognitive Solutions, January 2011-December 2016

New York, NY

Led the transition of IBM's software GTM from product to industry solutions

- North America and Global sales and business development leadership roles that involved selling industry solutions to LOB executives
- These repeatable offerings leveraged IBM's data, analytics, commerce, procurement, mobility, social business, Internet of Things, cloud, security, and Watson/AI software and services
- From 2014 to 2016 grew revenue from \$350M to \$700M
- Clients included Geico, Banco do Brazil, PWC, Woodside, Sloan Kettering, Wellpoint

VP WW Sales, Information Management & Analytics Software, March 2008-December 2010

Somers, NY

Through acquisitions and organic growth played a key role in building the second largest data/analytics software business in the world

- Global sales leader for a \$7B software portfolio of database, data integration, data security, business intelligence, predictive analytics, performance management, & predictive maintenance solutions
- In 3 years grew new business 92% (\$1.2B to \$2.3B)
- Managed a team of 4,500 sales and technical professionals, 2,000 Partners
- Integrated 13 acquisitions including Cognos, SPSS, Guardian, Ascential, FileNet

VP Software, Asia Pacific, July 2006-February 2008

Tokyo Japan, Shanghai China

Positioned a young new sales organization for rapid growth

- Led a software sales team across Asia Pacific including Japan, China, ASEAN, India, Australia, & South Korea
- Sold the IBM WebSphere, Information Management, Lotus, Tivoli, Security, Rational & PLM portfolios
- Increased revenue 13%/year to \$700M, and the new business portion 42%/year to \$210M

VP WW Business Partner Sales, November 2004-June 2006

Somers, NY

Re-invented IBM's software Business Partner model

- Drove \$5B of software sales through Business Partners (Distributors, Value Added Resellers, Independent Software Vendors, System Integrators and OEMs)
- Designed and implemented an industry-leading channel incentive model that rewarded Business Partners for their contribution through the sales cycle

Plural/Dell:

President & CEO / VP Professional Services, October 2000-October 2004

New York, NY

Successfully managed a startup through 9/11 and a financial crisis and sold the company to Dell

- Presided over an \$80M application development and systems integration professional services company
- Microsoft Partner of the Year, which led to them becoming an investor
- Sold the company to Dell and spent two years leading Dell Professional Services
- Clients included the US investment banks (Citibank, Morgan Stanley, Merrill Lynch, Credit Suisse, Sanford Bernstein), NASDAQ, and the Federal Home Loan Banks

IBM:

VP e-business Services, IBM Global Services, January 1997-September 2000

Somers, NY

Played a key role in establishing IBM as a leader in the Internet revolution

- Guided IBM's e-business services strategy
- Global responsibility for skills and offering development for e-commerce, security & privacy, e-business advisory services, intranet/extranet services
- Managed the US e-business national practice and grew revenue from \$150M to \$830M in two years, while building a team of 1,000 e-business consultants
- Developed and sold a portfolio of Managed Data Network Services including TCP/IP, SNA, Web Hosting, EDI

EDUCATION

Honors Bachelor of Business Administration (BBA)

Wilfrid Laurier University, Waterloo, Ontario, Canada

INTERESTS & HONORS

- Spending time with family and our three dogs
- Endurance events, having completed 22 Triathlons and 7 Marathons
- Golfing & skiing
- SCC Board of Directors (2018-2021)
- YMCA Greenwich Board of Directors (2014-2017)
- IBM Senior Leadership Team (2006-2018)
- IT Association of America (ITAA) Board of Directors (2001-2006)
- Forrester Research Board of Clients (2000-2002)
- 911 Small Business Committee for Rebuilding Lower Manhattan (2001-2002)
- Plural received VAR Business industry award as top Financial Services solutions provider (2001)