

## VP OF SALES | PRODUCT MANAGER EXECUTIVE LEADERSHIP

*Innovative, entrepreneurial Executive with 10+ years of experience building high performing teams and leading the execution of scalable sales and business development plans exceeding \$60M in revenue and sustained growth for startup companies.*

Strong competitive background in pioneering go-to-market techniques, building strategic relationships, and creating efficiencies. Business unit leader and product owner recognized for implementing ideas, solutions, and strategies that support fast growing companies.

### SKILLS & EXPERTISE

Sales & Business Development | Strategic Business Planning | Profit & Revenue Planning | Product Management | GTM Strategies | KPIs | Strategic Partnerships | Performance Management | SaaS | Solution Sales | Pipeline Management | Client Services | Agile Design & Development | Sales Forecasting | Negotiations | Market Analysis | Mergers & Acquisitions | Marketing | Affiliate Marketing

### PROFESSIONAL EXPERIENCE

**SAMPLE COMPANY** | Austin, TX | 2016-2019

#### Senior Director of Sales

Pioneered and directed new revenue verticals and product development strategies to drive top-line growth and strategic positioning during company expansion. Built and scaled a high-performing internal and external sales team and developed/launched GTM strategies. Managed cross-departmental and operational teams while launching new solutions into expansion verticals: sales, marketing, pricing strategy, product development, strategic partnerships, integrations, vendor relations, and customer support.

- Secured three top national chains within six months of market launch and exceeded/met revenue and business unit targets YOY generating approximately.
- Captured largest deal in company history, \$2.2M TCV / \$730 ARR.
- Generated new business development for team through the activation of strategic channel sales partnerships. Enabled and managed 100+ sales representatives from leading bank partners, Bank of America Merchant Services & First Data.
- Led Business and Corporate Development at Bypass creating and managing the company's Integrated Partners program.
- Spearheaded the technical and operational integration of new POS hardware provider and partner, Clover POS.

**SAMPLE COMPANY** | Austin, TX | 2011-2016

#### Product Manager / Head of In-Store (BU)

Drove YOY revenue growth and directed business and product strategy for the company's top growth initiative, In-Store (online-to-offline) commerce and Location Services. Inspired team of nine to exceed performance expectations.

- Achieved annual BU targets by establishing strategic direction and guiding tactical development of product, sales and marketing strategies.
- Developed and released high value products to the customer base focused on mobile shopping experiences allowing retailers to provide shoppers personalized savings cross-platform. Products developed on iOS/Android apps, desktop and mobile web.
- Designed, built and launched the company's Location Services Platform leveraged by various internal teams to create new or enhance existing products with location solutions. Team launched geo-location alerts/offers, mall geofencing, store footfall attribution via beacons and location personalization.

#### International Business Development Manager | London & Paris

Selected to transform the sales and account management teams while working abroad in London and Paris to align with the strategic growth of the company. Developed the EU three-year strategy to build revenue and facilitate multi-national leadership transition.

- Developed and implemented a scalable sales process to optimize current accounts and accelerate adoption of new products.
- Achieved highest ever quarterly revenue by optimizing and scaling the UK's online to offline business.
- Analyzed data and KPIs, created Pan-European sales plans and strategy, and built a cohesive team structure with the SVP of International, COO, and Country Managers.

### **Business Development Manager**

Responsible for cultivating and developing strategic partnership and alliances that drove new organic growth initiatives. Provided guidance, training, and leadership for cross-functional teams: product, sales, marketing, business intelligence, operations, and mobile.

- Guided strategy and execution for BU entry into the online-to-offline commerce market that generated \$15M+ in annual revenue.
- Established and managed a publisher network with the largest digital names: eBay, MasterCard, Waze, BizRate, Time Inc., etc.
- Launched the industry's first Card Linked Offers proof of concept at SXSW (2012) with First Data, a lending payment company.
- Directed four domestic and international acquisitions within the digital media and technology industry; managed due diligence process and post-purchase integration.

**SAMPLE COMPANY** | Austin, TX | 2009-2011

### **Business Development Coordinator**

Built and implemented a business development and market growth strategy working directly with the CEO and Executive Team.

- Grew revenue YOY and secured contracts with 11 Fortune 500 companies.

### **EDUCATION**

THE UNIVERSITY OF TEXAS AT AUSTIN | Austin, TX

**Master of Arts, Advertising**

**Bachelor of Science, Communication Studies (Corporate Communications)**

### **COMMUNITY & PERSONAL LEADERSHIP**

- Earned nomination by RetailMeNot's Executive team to participate in inaugural Manager Bootcamp.
- Founding Board Member of the University of Texas T-Association, a student athlete alumni organization with 2K+ members.
- University of Texas at Austin Men's Basketball Scholarship Athlete (2005-2008); Academic All-Big 12 Second Team selection.