

Client Name

Contact information

Summary of Qualifications

As a leader in enterprise software and technology sales, I have achieved industry recognition for growing sustainable revenues for Cloud, business intelligence, analytics, and data management software solutions. Most recently, I launched a highly profitable partnership with Amazon Web Services (AWS) that owes its success to a competitive SaaS go-to-market sales strategy. Throughout my career, I have excelled at managing high-performance sales teams, teaching them the principles of a customer-centric approach. My ability to create business value by translating complex technical solutions nurtures sustainable relationships with CXO partners and customers.

Selected Accomplishments

- Named among Top 50 Women Leaders in SaaS in 2019 [The Software Report](#) & Top Midmarket IT Executive (2016) by The Channel Company & Midsize Enterprise Summit
- Grew AWS Cloud business from \$0 to \$25M (40 new accounts) in 18 months & garnered additional forecasted >\$11M through joint field events that resulted in Company's fastest growing sector
- Based on success running a global SWAT team managing business intelligence & analytic solutions, promoted to expand into data management, education & premium service solutions,
- Awarded 2 AWS Competency Achievements within one year for building market credibility, earning tech reviews, certifications & generating customer success
- Tapped to lead WebFOCUS Business Intelligence (BI) & analytics products organization, achieving 25% growth for North America sales in 4-year period
- Contributed >\$22M in revenue for 2019, a 130% increase within 6-year period
- Mentored hundreds of Account Executives, 20 of whom have been promoted to VP of Sales roles in the tech industry & recognized annually by top sales performers as being integral to their success
- Featured in [IT Web](#), discussing best practices for BI & Analytics & as speaker at Women in Tech conferences who was promoted as Information Builders' first woman sales executive
- Frequent [writer](#) on topics that include business intelligence & data analytic solutions & strategic selling

Professional Experience

Company Name

1993 - present

Vice President, Product Sales & Strategy

(promoted 4 times to positions of increasing scope & responsibility)

- Promoted to implement & manage global SWAT team to sell & support BI, analytics, data management & Cloud solutions, & serving as executive sponsor for driving revenue
- Stepped up to replace incumbent VPs to remediate 2 challenged regions & achieve each one's target goals
- Incorporated certifications, strategic deal reviews, loss reviews & executive alignment programs to enhance sales excellence & success
- Cultivate culture-led sales execution strategy by creating bi-directional communication between field & corporate
- Re-calibrated sales strategy from product focused to business value approach to achieve steady revenue growth & significantly improved efficiency
- Drive consistency in technique & messaging by providing global New Hire Sales Training, quarterly sales briefings & on-going field briefings

- Direct annual SKO planning to promote best practices for optimal sales motivation, engagement & success, introducing globally recognized keynote speakers (John Foley, Johnny Bench, Lee Corso)

Account Executive

1999 - 2008

- Exceeded annual quota as individual contributor, contributing 40-67% of regional quota, leading to twice being ranked #1 sales performer
- Grew enterprise customers into national accounts
- Closed >30 new logos despite highly competitive market

Early career highlights include technical & sales training at IBM, where I finished in #1 place in 2 of IBM's global MBA classes

Education

XXXXXX University

B.S. – Business Administration, cum laude

Training

Challenger Sales, Leadership Training, Miller Heiman Strategic Selling, Solution Selling, Michael T. Bosworth, Negotiation Training – Karrass and Think, Inc.