

Robert Echevarria

Thousand Palms, CA | beto@stg.com | [in /in/betoechevarria](https://www.linkedin.com/in/betoechevarria)

EXECUTIVE PROFILE: CHIEF EXECUTIVE OFFICER

Innovative Revenue Growth | Organizational Leadership | Sales Leadership

Leader in positioning companies for dynamic change and profitable expansion. Distinguished 30-year career marked by large-scale contributions to both bottom and top line revenue and sparked by developing process improvements on both the business and sales sides. Noted throughout career for implementing innovative revenue streams, directing corporate strategy from all levels of the organization, and building sales teams.

PROFESSIONAL EXPERIENCE

SHIP-IT TECHNOLOGIES GROUP, INC • PERFORMANCE OVERVIEW

[1996 – Present] www.shippittechgroup.com

President, Chief Executive & Chief Revenue Officer— Thousand Palms, CA

Co-founded and managed the P&L and \$6.5 million annual revenue for an international technology company with over 140 employees. Created and implemented the company's vision, mission, and overall direction. As CRO, defined the revenue and the business strategy, while managing the main business relationships with partners and clients. *Ship-IT develops software and applications essential to the business operations (mission-critical enterprise) of global companies with substantial logistics and supply chain operations – Manufacturing, Shipping, and Transportation industries. Named top 100 Logistics IT companies 2013 – 2018.*

Key Initiative: Developed the most mission-critical traceability application for the 3rd largest importer in the U.S., Food Inc., to have visibility from the farm to the shelf. Also cutting expenses by \$6 million in just 2 years and brought the company into compliance on the Food Safety Act.

- **Innovative Revenue Growth:** Built global systems by leading product development for the Innovation Lab for SaaS, IaaS and PaaS applications—leading to process improvements for clients' vital operations.
 - Provided the vision and leadership to an executive board and assisted technical leadership in order to implement intelligent systems which incorporated new technology, such as cloud, mobile, predictive analytics, application modernization, and agile processes.
 - Drove multiple initiatives, such as restructuring the organizational model, which improved the company's profitability.
- **Organizational Leadership:** Developed and aligned a multiyear strategic roadmap by collaborating with the senior executive team and establishing and outperforming key performance indicators.
 - Grew the company from 5 employees to over 140 across two continents while bootstrapped. Pioneered nearshoring for IT logistics companies for software development needs, running strict standards for the wholly owned subsidiary.
 - Championed change, transitioning company from a staff augmentation company to a digitation “mobile-first” model.
- **Sales Leadership:** Executive leader of sales, acquired new and managed existing companies, leading to over 50+ large clients. Responsible for establishing growth strategies and leading the alignment/optimization of marketing, business development, sales, and client success to deliver a customer and employee experience that inspires growth.
 - Oversee all client-facing departments including Field/Inside Sales, Client Success, and Lead Generation
 - Developed a strategy which focused on ROI selling methodology. Increased client base and formed revenue-generating relationships. Formed alliances with Microsoft Gold and IBM business partners.
 - Instituted pipeline management: installed a new CRM, strengthened branding, and built lead generation campaigns.
 - *Notable Accounts:* Food Inc., Tim's HSOV (7th largest ocean carrier in the world), BWG Group (world's largest ship services group), and Armin Logistics (top 5 global logistics company with 12 thousand transport orders per day).

EDUCATIONAL QUALIFICATIONS & SKILLS

University of Florida, Gainesville, Florida, 1977
Incomplete Degree: **Business Marketing**

Santa Fe College, Gainesville, Florida, 1994 - 1997
Associate of Arts in Business

Industry Growth Stages • P&L • Customer Experience • Customer Relationship Management • User Interface/User Experience Design (UI/UX) • Business Intelligence & Key Performance Indicator Analytics • Microsoft Power BI & Excel Power Suite • Consultative Sales and Digital Sales Playbook Methodologies • SaaS Metrics

