JOE APPLETON
VICE PRESIDENT OF SALES
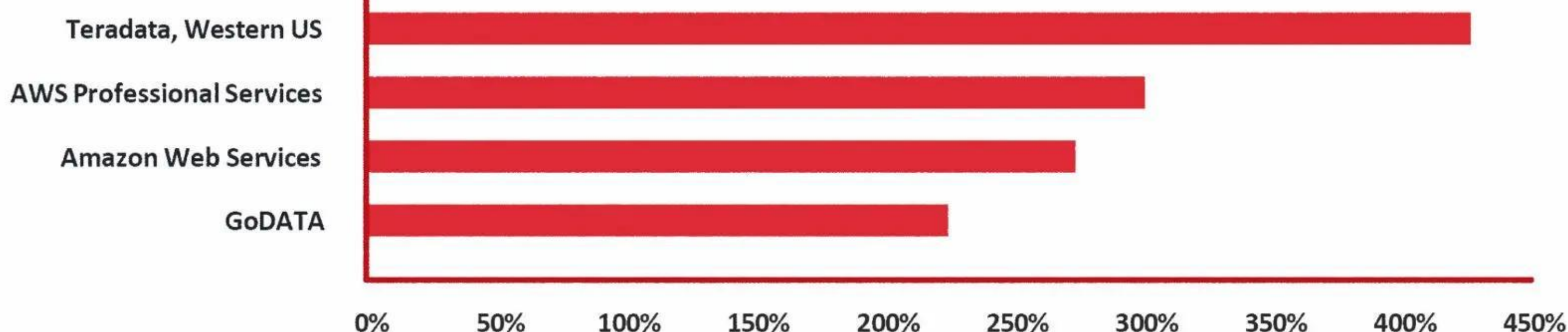**SaaS, Public Cloud, Artificial Intelligence, Machine Learning**

Great Falls, VA · 555-555-5555
jappleton@gmail.com · /in/joe-appleton

Global executive growth strategist with 20+ years of experience in taking sales revenue to new heights in technology companies, start-ups to industry dominators, managing P&L of $100M+. Specialize in solutions for the healthcare, life sciences, banking, and financial services industries.

Track record of consistently spiking year-over-year sales revenue and delivering challenging organizational turnarounds. Expert in advancing customer value and transforming business models, sales strategies, operations, and teams. Culture creation champion, inspiring excellence among teams of up to 450+ people.

- Growth Strategies
- Sales Management
- Enterprise Sales
- Solution Selling
- Enterprise Strategy
- Sales Operations
- Account Management
- Territory Management
- Sales Enablement

SALES GROWTH

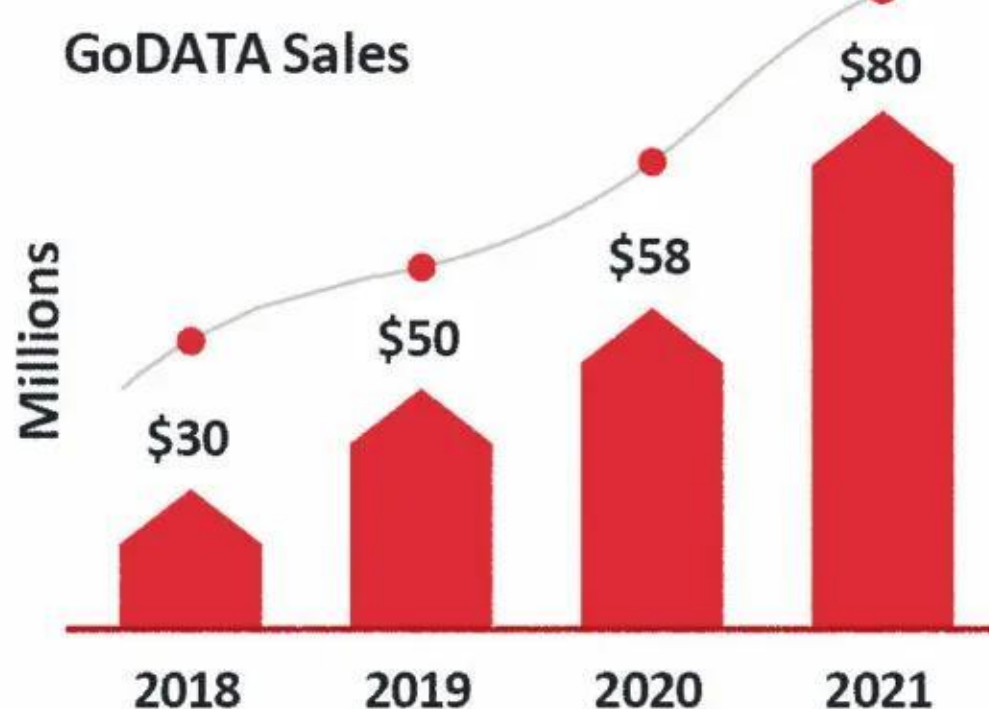## HIGHLIGHTS OF LEADERSHIP IMPACT

GoDATA
Nov 2018 – Present

Late-stage start-up and provider of healthcare-exclusive managed cloud and information security services to clients worldwide.

Vice President of Sales

Head the global sales strategy, execution, and cross-functional team of 40 people producing $80M in annual public cloud and services revenue. Lead go-to-market strategies, sales methodology, sales operations, organizational structure, compensation model, account management, and service delivery. Define key metrics and quotas and drive sales enablement to support achievement. Partner across the executive team to collaborate on company direction and align strategies.

GoDATA Sales (Millions): $30 (2018), $50 (2019), $58 (2020), $80 (2021)

- More than doubled company sales in 3.5 years, from $35M to $80M. Increased deal sizes, added $30M in ARR to the top line, and closed 30 enterprise accounts.