

Justin Marsh

HEAD OF SALES

Summary

Over 15 years of experience in sales and key account management for high profile online travel and e-commerce companies.

Results driven sales and key account management leader generating millions of dollars in revenue and maximizing profitability for industry leading companies. Drives and implements strategies across multiple roles in the technology, media, and travel industry. Matrix collaboration with product, engineering, operations, finance, marketing and legal. Driven achiever known for building, motivating, and leading powerful teams.

Professional Experience

Group Head of Sales

Accenture Jan 2017 - Present

- Manage and grow high performance Sales & Key Account Management Team of Meta Search and Digital Advertising Programs.
- Responsible for biggest global client portfolio, including global OTA accounts such as Booking.com, Hotels.com, as well as regional EMEA OTA accounts and tour operators.
- Devise solutions based selling balanced approach to what is right for the client and the business. Develop new products in cooperation with international cross-functional teams (product, engineering, analytics/data science, operations, legal, finance).
- Planned and executed, as key member of selected team, sales reorganization involving 300+ employees (2019).

Senior Manager, Key Accounts

JK Solutions Jul 2010 - Dec 2016

- Managed global key account and biggest book of business for Meta Search Programs at TripAdvisor with more than \$300m annual revenue and double-digit growth YoY.
- Worked closely with cross-functional teams (product, analytics, data science, engineering, finance, marketing and legal) to develop optimization strategies, new products and solutions for my client.
- Monitored and advised client on market and competitor movement.

Senior Client Marketing Manager

WooCommerce Apr 2008 - Jul 2010

Digital River offers SaaS commerce, payments and digital marketing services. They are the leading global provider of Commerce-as-a-Service solutions, supporting a best-in-class shopper experience across all devices and complete order management.

- Managed and developed the online business for key accounts in the software and consumer electronic industry. Delivered 43% YoY revenue growth and client satisfaction score of 95%.
- Worked with SEO, SEM, Affiliate, Email Marketing teams to drive

Contact

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Areas of expertise

Tourism & Online Travel



Sales Leadership



Key Account Management



New Business Development



Team Building



Team Management



Strategic Planning



Market Research



Business Analysis



Organic Gardening



Permaculture



Languages

English



French



Arabic



German



Hobbies

Organic Gardening & Permaculture

Running

Hiking & Mountain Biking

Travelling