

SARAH MELGRINI

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EXPERIENCE

Vice President of Sales

Petrichor 2018 - Ongoing Cincinnati, OH

Petrichor is an automation technology company and the makers of Cycle, a service that allows developers to build, deploy, scale, and automate cloud applications all in one platform.

- Promoted from Director to VP in 2015
- Supervised 12 direct reports
- Source new product (reduced printing expenses by 60%, saving more than \$500,000/year in material costs)

Vice President of Sales / Acting VP Marketing

Zagster 2017 - 2018 Cincinnati, OH

Zagster is the fastest growing bike sharing company in the United States.

- Opened new client accounts within the first 6 month performing sales of \$500,000.
- Supervised regional sales teams (40-50 sales representatives)
- Increased Annual Revenues by 310% from \$17M to \$52M

Vice President of Sales

Brainard Strategy 2014 - 2017 Cincinnati, OH

Brainard Strategy is a management consulting firm that provides strategy, leadership and organizational development consulting and solutions to our valued clients.

Headquartered in Carlsbad, California, we have earned the trust of our clients across all industries throughout the United States. Living our core values of candor, pursuit of knowledge, exceeding customer expectations and integrity, we are grateful to have experienced annual double-digit revenue growth throughout our existence.

- Cultivated overall census from 62% to 91.5% in less than 11 months
- Talent Acquisition - Hired 40+ Sales Execs and multiple VPs across AMER

Vice President of Sales

EverQuote 2013 - 2014 Cincinnati, OH

EverQuote is a quantitative internet marketing firm focused on applying sophisticated mathematics and enterprise class technology to our partner's online customer acquisition programs. Our proprietary, mathematically driven multi-channel campaign management and optimization platform delivers the high quality, scalable connections to consumers companies need to thrive today. EverQuote operates the leading online auto insurance marketplace in the United States uniting agents with prospective customers in a seamless online experience. Based in Cambridge the company is one of the fastest growing technology firms in Cambridge & Boston history. EverQuote has deep roots in proprietary SEM, analytics, Email and Display technologies.

- Achieved top line revenue of \$5 million before mobile operator shut down of carrier billing services.
- Managed 40+ person organization lowering turnover to <10%
- Significantly increased sales margin from 50% to 81%
- Company purchased for 1.8 million in 1995

ACHIEVEMENTS

- ✓ \$33M ARR creation
All early stage product market fit oriented
- ✎ Making gov more transparent
Reduces waste, graft, and bad decisions
- ✎ 1070 ARR clients acquired
Legacy of customer lifetime value

STRENGTHS

- ✎ Advisor
Practical concrete thinker
- ✎ Stimulator
Host of other people's emotions
- ✎ Teacher
Looks to unleash people's potential

LANGUAGES

French	Advanced	●●●●●●
Russian	Advanced	●●●●●●
Spanish	Intermediate	●●●●●●

CERTIFICATION

Six Sigma Black Belt
Management and Strategy Institute

Insurance 215 License
Florida Dept. of Insurance

Formal Credit Training
BS&T

INDUSTRY EXPERTISE

Sales Development

Customer Service