**JEFFREY B. SANDLER**

1506 Chanticleer Drive, Cherry Hill, NJ 08003 (856) 424- 6116 [jeffreybsandler@verizon.net](mailto:jeffreybsandler@verizon.net)

**OBJECTIVE:** Senior Level Individual Contributor / Selling Manager role focused on strategic opportunities with an entrepreneurial driven software and services company.

***Summary Profile***

*Highly motivated Sales / Business Development Executive and Manager. Early adopter and missionary market evangelist in startups, turnarounds, and acquisitions. Excels in complex protracted sales cycle creating need and demand by aligning customer needs with ROI. Effective coach and leader to hunters and farmers, targeting new name accounts, opening new markets and growing installed base revenues. Track record delivering revenues across direct, channel/partner and OEM’s. Cross Vertical experience with focus on: Life Science; Financial Services. Boardroom presence and trusted relationship skill set across all audiences and disciplines.*

**Professional Experience**

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VenueGen / The Venue Network, Morrisville, NC, 2011 - , VP Enterprise Sales, Cloud based, SaaS modeled Virtual Collaboration & eLearning Platform

* Joined pre-revenue company to launch Enterprise sales
* Defined and executed Go To Market strategy and tactics
* Built $2.5 Million Enterprise pipeline in 3 months in Financial Services vertical
* Product necessitated a gradual transition away from Enterprise markets

ProtonMedia, LLC Lansdale, PA, 2010 – 2011, Strategic Account Executive, Cloud based, SaaS modeled Virtual Collaboration & eLearning Platform combining Web 2.0, Social Media, Secure Content and Unified Communications, with deep SharePoint and LMS integrations

* Assigned ice cold territory within Pharmaceutical vertical
* Defined primary usage scenario for Social eLearning across internal and external communities
* Closed 6 Top 10 new name Pharmaceutical & Medical Device companies
* Produced 180+% of assigned quota yielding $1.7+ million in first year SaaS revenues

Cogniscape, LLC, Swarthmore, PA, 2008 – 2009, VP Business Development, BI, Reporting and Visualization tool-set

* Joined pre-revenue company to launch sales
* Defined go to market strategy and tactics
* Closed initial Enterprise deals totaling $500K
* Got primary influencing vendor within market to fully evaluate offerings as OEM embed

Sandler & Associates, Cherry Hill, NJ, 2006 – 2007, Independent sales consultancy

Communication Intelligence Corp / PenOp, LLC, Redwood Shores, CA, 1996 - 2005, VP World Wide Sales, multiple product lines encompassing:Workflow Automation; Secure Document / Content; Biometric User Authentication; eSignature; Mobile Device apps

* Grew Financial Services Enterprise revenues from $325,000 to < $4,000,000 over 2 years
* Developed Channel Strategy resulting in a 350% increase in revenues within first 12 months
* Closed first of several $1Million+ deals in the Financial Services Vertical
* Closed OEM deals including: Siebel Systems; Adobe Systems; HP; Palm; Fossil; EDS; Handspring; Palm; Sony/Ericsson
* Drove company to first profitable quarter in its 10+ year history

Digital Systems International, Redmond, WA 1992 – 1995, Ex Director North American Sales, Call center applications and technologies within Financial Services vertical

* As Regional VP (1st level manager) achieved 120% of assigned quota producing $2.2million in initial 12 months
* Promoted to Ex Director (2nd level management) where I increased: key (in excess of $IM) transactions by 365%, totaling $9.3Million over 12 months; per rep productivity by 80%; defined and implemented strategy increasing new product sales from $4M to $13.6M over initial 12 months
* Achieved 133% of assigned quota producing $24Million in revenues against an $18Million goal

Avant Garde Computing, Mt. Laurel, NJ, 1982 – 1991, VP Sales, Network performance and security monitoring and control sold to Financial Services, Utility and Manufacturing verticals

* As a newly hired Account Executive produced 140% of my $1 million quota producing $1.4 million in revenues and promoted to Regional Sales Manager
* After three consecutive years of 120+% quota achievement as Regional manager, appointed VP of Sales
* Restructured implementation process and responsibilities reducing average receivables by more than 40 days
* Consolidated 3 separate and internally competing sales groups into a single cohesive organization reducing cost of sales by 40% and on new business resulting in $1.75 million in revenues from first new name users in over 12 months
* Upon acquisition, defined and executed the sales integration strategy positioning my team as a domain support group to the much larger acquiring team.

University of Hartford, BA, Business Administration

SaaS cloud based Unified Communication SharePoint LMS BPM, business intelligence visualization workflow automation, Document / Content Management, Biometric User Authentication, SFA / CRM, Call Center Applications