

Dan Naughton

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Professional Summary:

Dynamic, results-driven sales strategist with experience in driving multimillion-dollar revenue growth and providing visionary sales leadership in highly competitive markets. Responsible for building new business, challenging prospect perspectives, conducting product demonstrations, managing complex sales cycles, maintaining control of the sales process, securing customer loyalty, and forging strong relationships with external business partners. Adept at leveraging sales intelligence tools to optimize prospecting, forecasting, and revenue growth.

Professional Experience:

Ansira

Dallas, TX

09/23 - Present – Director of Business Development

Responsible for driving sales initiatives for B2B2C and B2B2B sectors, targeting medium-sized businesses (\$250M and up) and enterprise accounts across various industries.

- Using SPIN sales tactics to sell a SaaS-based channel partner marketing platform and sales enablement solutions to senior executives, securing high-value contracts.
- Conducted extensive prospect research and developed personalized outreach strategies using HubSpot, Salesforce, and Outreach.
- Secured and conducted 58 executive-level meetings with prospects last year, leading to significant pipeline growth.
- Collaborated with SDR teams to identify, qualify, and secure additional meetings, optimizing lead-to-opportunity conversion.
- Surpassed revenue quota by leveraging multi-channel sales strategies and personalized engagement techniques.
- Utilized HubSpot, Salesforce, Outreach, SalesIntel, and LinkedIn Navigator daily for sales execution, forecasting, and pipeline management.

VLG Marketing

Dallas, TX

07/16 – 06/23 – Senior Sales Executive & Director of Strategic Accounts

Responsible for selling SaaS-based marketing software solutions to Senior level and C-level executives of B2B Fortune 1000 companies. Oversee sales division to develop and implement strategic plans to secure new sources of revenue, sales development, and new business growth.

- Sold SaaS-based marketing software solutions to senior executives and C-level decision-makers at Fortune 1000 companies.
- Spearheaded sales strategies to develop and implement plans for securing new revenue sources, sales development, and business expansion.
- Applied Challenger Sales methodology, resulting in 65% of the company's total annual sales.
- Expanded new business logos by 150%, contributing to a 17% year-over-year company growth.
- Closed deals with major clients including Salesforce, SAP, Adobe, Oracle, and other enterprise accounts.
- Led negotiations on complex sales cycles involving Marketing, IT, and Finance executives.
- Managed forecasting processes and pipeline projections using Salesforce.com.

03/14 – 07/16 – Director Business Development

Performed direct sales and business development functions to ensure new business growth, including new product rollouts, key account management, customer relationship development, contract negotiations and service demonstrations.

- **Exceeded sales quotas annually to help the company grow revenue 165%**
- **Met and surpassed sales quotes throughout tenure; averaged more than \$1.5 million in annual sales**
- **Managed and developed strong, sustainable partner relationships such as SiriusDecisions**
- **Performed needs analysis and service education to Fortune 1000 prospects**
- **Generated direct sales from cold calling, follow-up calls, trade shows, and face-to-face meetings**

05/12 – 03/14 - SR Sales Executive – Opportunities Team

Managed a team of Account Directors and Account Managers to increase revenue to their set books of business. Accountable for using lead and expand tactics to discover new contact, identify upsell opportunities and ensure repeat business.

- **Instrumental in a complete turnaround of under-performing reps; set higher expectations and instituted individual accountability resulting 197% revenue increase over 2 years**
- **Worked with account teams to build and execute strategic account plans**
- **Consistently developed strong, sustainable relationships with executive decision-makers of Fortune 1000 client companies**
- **Met and surpassed monthly, quarterly, and annual goals as well as helped my team meet to meet their quotas.**
- **Acted as a sales liaison and handled all sales presentations and demonstrations.**

01/11 – 05/12 Marimon Business Systems

Dallas, TX

Production Application Specialist responsible for increasing market share of Canon and Sharp digital printers, color management software and print management services. Daily responsibilities included cold calling, product and software demonstrations, Subject Matter Expert supporting 14 area sales reps as well as driving and increasing revenue.

- **2011 - 2011 President Club Winner @ 124% of plan**
- **Consultative selling to printshop owners to implement cloud software allowing them to increase their presence by expanding to the web**
- **Sold print management services into complex environments to take control of full fleets of printers and digital copiers, services and supplies.**
- **Responsible for selling and demonstrating \$100K - \$300K color digital presses**
- **Managed and collaborated partnerships with EFI and Canon Americas vendors**

02/05 – 01/11 Canon Business Solutions

Dallas, TX

Senior Account Executive responsible for driving sales and increasing market share of Canon imageRUNNER, Canon color imageRUNNER, Canon imagePRESS digital Printing Systems as well as EFI color management software and printshop management software. Primary responsibility to develop new customers with five or more devices or an account revenue potential of \$100K or more.

- **Responsible for prospecting and face-to-face cold calling in assigned territory**
- **Planned, prepared and executed all customer demonstrations for the DFW team**
- **Responded to, presented and won complex RFPs to Fujitsu, Texas Instruments & Mansfield ISD**
- **2010 - 149% of plan**
- **2010 - Ranked #17 of 308 Acct Executives in the company**
- **2010 - President's Club Winner at 127% of Quota**
- **2009 - 95% of Quota**
- **2008 - Exceptional Quarterly Quotas-Q3-120%, Q4-124%**
- **2008 - Top four High Volume Specialist for West Area Markets – 103% of plan**
- **Top Specialist Paragon Markets West 2008**
- **Top Paragon Markets West Specialist for 2007, Yearly & Quarterly Awards**

- **President's Club winner for 2005, 2006, 2007, 2008 & 2010**
- **2006-Exceptional Quarterly Quotas Q1-130%, Q2-173%, Q3-177% Q4-139%**
- **Increased sales by 50% for 2006 – 219% of plan**
- **2005-Exceptional Quarterly Quotas Q1-170% , Q2-243% , Q3-174%, Q4-171%**
- **2005 Summer Challenge Winner Summer-Trip to San Francisco**
- **Expansion Specialist for 2005 – 300% of plan**

10/02 – 02/05 Digitec Office Solutions (Konica Minolta Dealer) Houston, TX
 Responsible for account development and sales of color copiers and printers to the Houston area.
 Responsible for developing a new color sales department and maintain support to area copier reps
 By direct calls and phone blitzes.

- **Sales Rep of the Year for 2003**
- **Increased sales by 90% for 2003 (1.4 Million in Hardware Sales & \$850k in Software Sales)**
- **Increased sales by 15% for 2004 (Averaging 6 color systems per month)**

10/99-10/02 Kwik Kopy Printing Houston, TX
 Responsible for account development and sales of copying, printing, and reproduction services to sub fortune 1000 clients in the Houston area. Responsible for developing territory by creating and executing direct mailings followed by direct calls.

- **Increased sales by 50% in the first year, \$127,000.00**
- **Increased sales by over 100% in the second year, \$265,000.00**
- **Increased sales by 25% in the first quarter of 2002**
- **Successfully maintained sales and territory administration records for two Kwik Kopy locations in 1999-2000**
- **Awarded the “HIGH GEAR AWARD” in the 3rd and 4th quarters of 2001 for increasing sales by 30% in a quarter**

Education: Stephen F. Austin State University
 Bachelor of Arts; August 1999
 Major: Communications
 Minor: Journalism

Training: **Excellent demonstration and presentation skills both in person and on the phone**
Microsoft office Suite, Salesforce & Pipedrive, CRM
“Canon Customized Communications Sales Training”
“imagePRESS Workflow Solutions Training”