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Michael Richardson

Vice President of Sales

✉ m.richardson@email.com   📱 (555) 123-4567   📍 San Francisco, CA   🔗 linkedin.com/in/mrichardson

Executive Summary

Results-driven VP of Sales with 15+ years of progressive experience building and scaling high-performing sales organizations in SaaS and enterprise technology. Proven track record of driving revenue growth from $20M to $150M+ ARR through strategic planning, team development, and operational excellence. Expert in building sales processes, implementing CRM systems, and developing go-to-market strategies for complex B2B solutions.

Professional Experience

Vice President of Sales   *Jan 2020 - Present*
CloudScale Technologies

- Lead 85-person global sales organization across Enterprise, Mid-Market, and SMB segments generating $150M+ ARR
- Drove 240% revenue growth over 4 years through strategic expansion into new verticals and geographic markets
- Built and optimized sales infrastructure including SDR, AE, and Customer Success teams with clear career progression paths
- Implemented Salesforce Sales Cloud and revenue intelligence tools, improving forecast accuracy to 95%+
- Established strategic partnerships with AWS, Microsoft, and Google Cloud, generating $25M in co-sell pipeline
- Reduced customer acquisition cost by 35% while improving average contract value by 60%

Senior Director of Sales   *Mar 2016 - Dec 2019*
DataStream Solutions

- Managed 40-person enterprise sales team responsible for $65M in annual recurring revenue
- Achieved 156% of quota in 2019, leading the company to successful Series C funding round of $75M
- Developed and executed account-based marketing strategy targeting Fortune 500 companies, closing 23 deals averaging $1.2M
- Created sales enablement program reducing ramp time for new AEs from 6 months to 3.5 months
- Launched customer advisory board program, improving net retention rate from 92% to 118%

Regional Sales Director   *Jun 2013 - Feb 2016*
TechVision Software

- Built and led West Coast sales team of 18 enterprise account executives covering $40M territory
- Exceeded annual quota by average of 135% across three consecutive years
- Pioneered vertical sales approach for healthcare and financial services, becoming company's #1 performing region
- Mentored 5 AEs who were promoted to management positions across the organization

Enterprise Account Executive   *Jan 2010 - May 2013*
Innovate Systems Inc.

- Consistently ranked top 3 enterprise AE, averaging $4.5M in annual bookings
- Closed company's largest deal ($8.2M) with major telecommunications provider
- Developed C-suite relationship selling methodology adopted company-wide

Core Competencies

Sales Leadership:
Team Building & Development, Sales Strategy, Revenue Operations, Quota Setting & Territory Planning, Compensation Design, Performance Management

Go-to-Market:
Enterprise Sales, SaaS Sales Models, Account-Based Marketing, Channel & Partner Strategy, Sales Enablement, Customer Success Integration

Technology & Tools:
Salesforce (Admin Certified), Gong, Outreach, ZoomInfo, Tableau, HubSpot, LinkedIn Sales Navigator, Clari

Business Acumen:
P&L Management, Forecasting & Analytics, Contract Negotiation, Strategic Planning, Board Presentations, Cross-functional Leadership

Education & Certifications

Master of Business Administration (MBA)
Stanford Graduate School of Business
2015

Bachelor of Science in Business Administration
University of California, Berkeley
2009

Certifications: Salesforce Certified Administrator, Strategic Selling with Perspective, MEDDPICC Sales Methodology