

# Robin C. Hoffpauir

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## Summary

Dynamic and results-oriented Channel Sales Professional with over 6 years of experience driving sales growth by building and managing strategic relationships with major channel partners. Proven track record of exceeding quota and KPI targets through delivering customer-centric solutions and expanding market reach. Expertise in channel partner management, deal negotiations, and optimizing sales cycles through effective communication and organizational skills. The tenacity and competitive spirit developed from playing college baseball have been instrumental in growing pipeline and channel presence. My background in a family-run restaurant instilled a strong commitment to superior customer service. I excel in understanding and addressing the unique values and motivations of different verticals and organizational levels, bringing significant value to any sales team

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## Skills

☑ SaaS Sales Strategies | 💞 CRM | 📊 Data Analytics | 🤝 Channel Partner Management | 📄 Contract Negotiation | 🔄 Sales Cycle Management | 🔑 Solution Selling | 🏢 B2B Sales | 📅 Pipeline Management | 🌐 Market Penetration

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## Experience

### Channel Account Manager

**ISI Analytics**, Jun 2022 - Present

- Spearheaded sales of data analysis software to various verticals in the Western U.S., focusing on Direct & Channel Partner relationships (both existing and new) to lower Client Acquisition Costs and increase regional penetration.
- Consistently achieved annual sales targets through communicative and collaborative efforts via the Channel and Direct business, with an average of 132% attainment over 2 years.
- Held seat on the committee that oversaw the revamp of all Channel Partner enablement strategies, which lead to a YoY Channel Revenue Growth of 105%.
- Negotiated and closed high-value contracts, increasing average deal size from \$8500 to \$17750, while decreasing sales cycle length and C.A.C. costs. Accomplished by utilizing the relationships and co-marketing strategies developed in our Partner Ecosystem.

### Founder/Chief Revenue Officer

**Parlayking LTD.**, May 2020 - Jun 2022

- Conceived, designed, and developed a proprietary Bayesian predictive algorithm as well as executed a streamlined GTM strategy to enter the competitive Data Analysis SaaS industry.
- Led and constructed a sales team with a year over year revenue growth and expansion. With inspiration from
- “Challenger Selling” and “Sandler Sales” methodologies, I devised and implemented an effective sales process that was prompt yet encompassing.
- Developed focused and tailored product demonstration for purchasing teams in combination with proof-of-concepts and skilled negotiation to secure business.

## Channel Partner Account Representative

**Compliance Solutions**, Aug 2018 - May 2020

- Focused on sales of data analysis software across diverse verticals in the Western U.S., emphasizing channel partner relationships.
- Consistently surpassed sales targets, achieving an average of 132% quota attainment.
- Contributed to channel partner enablement strategy improvements, resulting in a 105% YoY increase in channel revenue.
- Increased deal size and reduced sales cycle length through strategic initiatives

## Education

**Metropolitan State University of Denver**

Bachelor's degree in business management

Jan 2013 - Jun 2015

## Enterprise State Community College

Associate's degree in business administration and management

Aug 2010 - May 2011

Attended on a baseball scholarship.

