

Michael Santarelli

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SUMMARY OF QUALIFICATIONS

- Sales background as an individual contributor, and team leader
- Wide-ranging experience working with multiple teams towards common goals
- Consistent involvement in beta pilots and initiatives, to drive service improvements within existing programs
- Constant development of new skill sets, to improve productivity, impact and growth
- Salesforce CRM experience, including report building
- Regularly beat quota, often above 150%, redefining success metrics in my areas of influence
- Broad involvement in creating and implementing training programs
- Constant participation in high growth environments
- Highly organized and meticulous

PERSONAL DEVELOPMENT HISTORY

Full-Stack Web Development Program: University of Denver Denver, CO 2018 – 2019

- Expanding my technological understanding, while leveraging my past sales success, into the SaaS environment
- Front-end training and application development in HTML5 and CSS3.
- Back-end instruction and assignment submission in JavaScript, jQuery, Node.js, Express.js.
- Database theory, and practical application in MySQL and MongoDB.
- Collaboration on team projects through Git.

Retail Sales Manager (Western Mountain): Sunrun Denver, CO 2014 – 2017

- Consistent success across regions with varied business climates, continuously exceeding quota.
- Built strong teams throughout all markets, by developing and promoting team members into leadership roles.
- Exceptional team productivity, driven by high conversion rates, and low cancel metrics.
- Effectively developed and introduced customer-specific SOPs to other regions, raising conversion rates, system-wide.
- Improved team productivity significantly, focusing on the first contact NPS experience of potential clients.

Channel Sales Manager (Home Depot) - Colorado / Arizona: SolarCity Denver, CO 2011 – 2014

- Achieved a team-wide promotion rate of 75%, creating a solid pipeline of effective contributors at the next level.
- Increased team member monthly productivity by nearly 70%.
- Grew the team from 7 team members to 20, while significantly lowering Cost of Acquisition.
- Market-leading Channel Manager in productivity per advisor, close rate, and conversion rate.
- Continually shared team sales concepts with peers, resulting in productivity increases, while simultaneously lowering cancel rates, in these markets.

Franchise Business Consultant: Fitness Together Denver, CO 2008 – 2011

- Responsible for business operations support for 26 corporate franchise locations in six states
- Member of many cross-functional corporate teams, addressing improved training manuals, impactful Franchise University experiences, KPI reporting initiatives, and interactive program design for franchisees.
- Developed interactive sales/client P+L, allowing owners to accurately track individual client success, contributing to their own franchise business growth.
- Location sales increase of 6.5% from 4Q2008 to 4Q2009, during the height of the recession, for the above regions.

EDUCATION and CERTIFICATIONS

Colorado State University: Bachelor of Arts, Communications

University of Denver Web Coding Program: (certification completion Aug 2019)