

EDWIN OJEDA

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Summary

Sales and business development executive with more than 23+ years of experience in exceeding multimillion-dollar growth targets and sales KPI's in enterprise high tech sales. Developed and implemented data-driven sales strategy in every role. Outstanding track record of building and managing aggressive, high producing sales teams of up to 80 in enterprise organizations with total sales over \$30 billion. I am committed to fostering a culture of diversity and inclusion, accountability, and commitment to shared success, which has led to consistent and record results.

Core Competencies

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|-------------------------|------------------------------|------------------------|
| • Leadership | • Creative Problem Solving | • Contract negotiation |
| • Training Development | • Analytical Decision Making | • SaaS Modeling |
| • Hiring and Onboarding | • Early-Stage Companies | • Account management |
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Professional Experience

REACHIFYAI | Chief Revenue Officer | SaaS (AI driven concierge solution)

June 2023 - Present

- Created revenue strategy, leading cross-functional startup teams in the AI SaaS sector to drive a 121% increase in annual recurring revenue.
- Deliver product-market fit initiatives in collaboration with product development teams, ensuring that AI SaaS solutions aligned with customer needs, resulting in 97% increase in customer retention.
- Establish and nurture key strategic partnerships with major clients, resulting in an increase in upsell revenue and expansion of market share.
- Introduced data-driven revenue models, including pricing strategies and subscription tiers, to increase average deals size by 146%.
- Achieved all KPI's assigned and attained full year bonus incentive.

EVOTEK | Area Vice President | \$500 Million (Cybersecurity, Network, Data Center, Platform, Communications)

February 2021– January 2023

- Member of Executive Leadership Team, exceeded annual targets by 130%, delivering over \$300 Million in revenue.
- Spearhead strategic planning, brand management, lead generations, prospecting, and proven adherence to sales process yielding success rate of 77% on close rate once past go-no-go stage.
- Exceeding annual KPI's, all 12 direct reports attained annual targeted goals.
- Expanded services of new markets in Cybersecurity, Service Delivery, Finance/Operation, Solution Engineering – Networking, Data Center, Services, Executive Advisory, Mobility, and Platform offerings within every account in territory, resulting in 54% growth in current spend amongst existing accounts.
- M&A consultation for private equity firms, leading to PE offer of > 10x valuation. All clients vetted in my coverage territory.
- Recruit and train top talent, conducting pre-screening, interviewing, scheduling, and providing mentorship with personal development plans.

BMC Software | Global Account Director for IBM, DXC, Perspecta | \$2.8 Billion (Autonomous Digital Enterprise)

June 2019 – February 2021

- Managed and scaled a global sales organization across multiple regions, aligning sales, marketing, and customer success team with revenue goals.
- Developed and implemented recovery plan for at-risk clients, preventing customer erosion and driving \$550 Million in annual sales revenue.
- Renewed and extended expiring agreements with **IBM, DXC, Perspecta** contractually totaling over **\$2 Billion**.
- Direct global organization of 50+ employees across 3 product units that delivers 11% of BMC annual revenues from sell to only deals.
- 144% attainment of plan, integral in settlement of IBM global contract class action lawsuit.
- President's Club achieved every year of employment.

Automation Anywhere, Inc | AI-Senior Director North America | \$3 Billion (Enterprise Software)

March 2018 – May 2019

- Lead sales team to deliver robotic process automation solutions to enhance productivity + 1,110% productivity over incumbent individual contributors in specified front/back office, on/off boarding, call center, HR, and finance processes.
- Managed 12 sales directors and sold \$10.6 Million of net new business.
- Speaking engagements at various RPA/SSON events.
- Managed partners and achieved sales targets in first year of territory. Awarded retention bonus and equity due to performance.

Automic Software, (Acquired by CA Technologies) | Enterprise Automation Specialist | \$27.45 Billion

April 2015 – January 2018

- Oversaw **\$350M** market and managed 80 sales reps globally.
- Revitalized 17-state partner community, optimizing efficiency by **12.5% in 3 years**.
- Oversight on first-of-its-kind enterprise-level private cloud offering that achieved \$48 million in revenue in first year.
- Optimized the contact center operations that netted **\$18M** in new business.
- Led, negotiated, and finalized a complex risk contract dispute to be the most beneficial from a legal and business standpoint that brokered a **\$2.8M** customer settlement within 6 months.
- Managed the overall sales funnel to achieve **\$20M** in annual growth by consistently measuring and enforcing optimal effectiveness and value creation.
- Funded and coordinated world-class event for Super Bowl LI.
 - Top 11 clients attended; event attendees represented **\$49 Million** in new closed revenue for the year following.

BMC Software | Automation Workload Specialist | \$2.8 Billion (Autonomous Digital Enterprise)

November 2006 – March 2014

- Attained Presidents Club every year of employment.
- Closed 97 net new accounts, displacing competition in 81.
- Sold BMC solution Control M to global accounts in NA, LATAM, and EMEA.
- \$517 Million dollars of net new revenue generated globally.
- Held clients accountable for licensing, grew LATAM sales to \$41 Million in additional revenue achieving 712% of plan.

- Trained Automation Specialists on strategic go to market sales strategies, regions grew sales over 122% in new sales.

Education

1995 BS in BUSINESS/MARKETING, Daemen College, Amherst, New York

Minors: Spanish and Hispanic Studies (Degree not completed); Fluent in Spanish

Interests

2006 – Present

- Volunteer at Candlelighters, Camp Cliff, St. Jude's Cancer Research

References

Todd DeLaughter, CEO, Board Chairman, Board Advisor, Alpega

Jeff Klenner, President, Evotek, Board Member, Lead Investor at ReachifyAI

Michael Beaver, SVP Sales, Flexera

Terry Gast, SVP, BMC Software

Aymeric Ratel, GM & VP Sales LATAM, Automation Anywhere

Kevin Smith, SVP, BMC Software

Lynn Wheeler, Executive Director, Candlelighters Childhood Cancer Family Alliance