

Bill Klaus

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Sales Executive

Innovative and results driven sales leader focused on achieving exceptional results in highly competitive environments that demand continuous improvement. Strong management career focused on strategic planning, building sales momentum, and developing compelling customer value in the areas of SaaS, enterprise applications, and networking technologies. Entrepreneurial zeal and drive with technology know-how to launch new products, build new markets, and generate revenue. Areas of expertise include:

- Sales Leadership & Direction
- Consultative Sales
- Organizational Development
- Team & Relationship Building
- Communication & Organization
- Program Management
- Client & Vendor Negotiations
- Strategy & Execution
- Assessment & Analysis

Experience

Connexed Technologies, Inc.

2007 – Present

Vice President of Sales

Innovative video storage and management solution for video surveillance systems based on a SaaS model.

Responsible for leading start-up to revenue objectives. Plan and execute business operations strategies. Align organization to build new market opportunities, boost revenue and drive growth. Implemented a business to business sales program that **grew sales by 400%** and **reduced churn by 10%**.

ROAM LLC

2001 – 2007

CEO / Owner

Organized to build and manage Furla franchises in the western region.

Planned and developed stores in Palo Alto, Seattle, Vancouver, and Dallas. Responsible for all back-office operations including strategy development, vendor negotiations, and program management. Implemented a **virtual inventory management model** based on **SaaS solutions** to effectively route products to the highest performing stores, which contributed **two points to the bottom line**. Expanded the traditional retail marketing model with an SMB incentive program which accelerated **annual sales to \$2.5 million**. Negotiated the transfer of the western territory back to the franchisor.

Atomz

1999 – 2001

Vice President of Business Development*An innovator of SaaS based content management and search solutions.*

Chartered with the task to grow revenues outside of direct sales. Evangelized ISV and IHV to add value with our services, increased sales from **\$800,000 to \$2,000,000 in one year.**

Program **lowered customer acquisition costs by 25%**, while **increasing profits by 5%**. Significant contributor to **closing \$15 million round with NEA**, and leading to **acquisition by Omniture now part of Adobe Systems.**

Packeteer, Inc.

1996 – 1999

Vice President of Sales and Business Development*A pioneer in the development of the application acceleration and bandwidth management solutions.*

Grew sales from zero to \$30 million in three years. Created a sales model that drove early expansion into international markets. **Sold the first 400 units.** Hired and trained a world wide sales team of **thirty professionals in two years.** Developed an **OEM business** focused on the telecommunication segment. Created a sales organization comprised of direct and indirect sales channels. Managed growth from early adopters to **Fortune 500 customers** who provided the foundation for our IPO.

Apple Computer, Inc.

1988 – 1996

- Managed business development for On-Line Business Group and negotiated contracts for over **\$10,000,000 in revenue** with partners in Telecommunications and Cable organizations in Europe and Asia.
- Created **Enterprise Evangelism Group** which recruited over **500 ISVs, and IHVs** and established Apple in the internet server market.
- **Founding member of ExIS** (Executive Integration Services), a cooperative between Apple and BearingPoint which **generated over \$50,000,000** in consulting revenue and hardware sales.
- Led the business development for Apple Office which delivered electronic publishing and PC inter-connectivity to the marketplace.

Education

Stanford Graduate School of Business, Apple Executive Education Program

San Jose State University, BS Business Finance