

VICE PRESIDENT OF SALES

Data-Driven Strategy | Revenue Growth & Management | Sales Process Optimization

An established sales executive with proven experience driving top-line revenue growth in fast-paced tech startups and SaaS industry. Grew revenue from zero to \$200M in less than 2 years. Exceeded annual targets by 25% YoY for 26 consecutive quarters. Master of sales culture with the ability to cultivate employee engagement and satisfaction, leading to remarkable 50% increase in employee retention and 90% overall job satisfaction. Expert in using data to drive strategic development and high-level decision-making.

EXPERTISE

- Go-to-Market (GTM) Execution
- Sales Team Leadership
- Budgeting and Forecasting
- C-Suite Presentations
- Sales Operations Management
- Marketing and Sales Leadership
- Building New Sales Culture
- Cross Functional Collaboration
- Team Leadership & Management
- Strategic Planning and Execution
- Coaching & Training
- Revenue Generation

MyEListing

VICE PRESIDENT OF SALES

2023 - Present

- Pioneered the sales department at MyEListing as the first-ever sales hire, establishing a foundation for growth and success.
- Developed and executed a highly effective Go-To-Market (GTM) strategy, propelling the company from pre-revenue to achieving \$100k in Monthly Recurring Revenue (MRR) within an impressive 120-day timeframe.
- Delivered weekly revenue updates to the board, demonstrated a dynamic leadership approach, generated rapid and substantial revenue growth at MyEListing and contributed fundamentally to the company's early-stage success in the market.

ANGI

VICE PRESIDENT OF SALES

2020 - 2023

- Formulated and executed several successful go-to-market strategies to break into new territories and meet corporate revenue objectives.
- Grew revenue from zero to \$200M in less than 2 years; scaled the sales organization to 500+ employees. Consistently met aggressive sales goals for 20 consecutive quarters, exceeding goals by an average of 125%.
- Managed and scaled a sales team of 500 sales reps, 50 managers, and 8 directors in the Midwest Territory. In 2022, added additional territories across the East Coast and Colorado increasing responsibility to include a total of 1,000 sales reps, 100 sales managers, and 16 directors.
- Responsible for fully operational SMB high-volume inside sales team that consistently exceeded targets.
- Responsible for Mid-Market, Enterprise, and Account Management sales teams as required.
- Created a leadership development program for high-performing sales executives. Established training processes, script development, leadership modules, and leadership management training.
- Led a cross-functional team that used Salesforce, Looker, Gong, Python, and Excel to analyze data, understand trends, create models, and build detailed financial plans, resulting in various new value-based processes such as team restructuring.
- Created an entirely new compensation plan for 2,000+ Sales Representatives, as well as 100+ employees at either the Manager or Director levels, while aligning to strict budget and corporate objectives.
- Served as a strategic partner to the C-suite team, regularly presenting on financial goals, forecasting, and ensuring sales performance aligned with corporate goals.

ANGI (Continued)

GENERAL MANAGER & HEAD OF SALES

2018- 2020

- Launched a net-new sales office from scratch in a brand-new market (Chicago), growing company headcount by 500-people, cultivating a process of warm and cold calling techniques B2B to bolster acquisition, with a special focus on revenue and retention.
- Grew revenue from zero to \$50M in 2 years; scaled the sales organization to 500+ employees, beating goal for 8 consecutive quarters at an average of 121%.
- Achieved highest employee retention and job satisfaction results across entire sales organization 2 years in a row. Recognized with 2018 President's Club Award for "Highest Retention".
- Developed a track for sales reps to build their careers, resulting in the promotion of 6 internal Directors and 25 Sales Managers.

HomeAdvisor

DIRECTOR OF SALES

2017- 2018

- Built a net-new sales office from scratch in a brand-new market (Denver). Increased headcount from 0 to 150 sales reps to staff a designated Leadership Development Office. Recruited mid-level sales executives to function as a feeder-team for management positions across the country.
- Transitioned 2,000 sales reps from Angie's List to HomeAdvisor as a part of the reverse merger. Relocated temporarily to Indianapolis.
- Grew revenue from zero to \$75M, beating revenue goal for 8 consecutive quarters.

SALES MANAGER

2016- 2017

- Led a team of 12 inside sales consultants. Coached, trained, and developed sales reps to meet targets.
- Managed 200 cold calls per day, assisting with enrolling new clients and managing their account.
- Exceeded goal by 150% and recognized as Best Sales Manager in the sales organization at President's Club 2017.
- Promoted 24 inside sales consultants to management positions.

SALES EXECUTIVE

2015- 2016

- Number one sales executive in entire organization for President's Club 2016.
- Made 200 outbound cold calls per day. Tracked leads and SP interactions in Salesforce.

TARGET CORPORATION

BUSINESS EXECUTIVE

2012- 2015

- Analyzed Point of Sales analytics to determine buying trends, forecast for the future, and make decisions about distribution, shelving, promotion and pricing.
- Executed promotional management initiatives that met or exceeded annual profit and volume goals.
- Leveraged data to deliver and implement fact-based solutions that addressed business challenges.
- Worked closely with other leadership to develop and deliver detailed Category presentations, along with data and insight delivery to Sales organization.

EDUCATION

Bachelor of Science (BS) in Business Administration
Finance & Marketing
Creighton University

AFFILIATIONS

Phi Kappa Psi
Kansas City Young Professionals
Mr. Colorado Ice Hockey (2009)