

JOE RODGERS

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Little Rock, AR 72212

Sales & Marketing Professional

Senior Sales and Marketing Professional with repeated success in developing strategic programs that drive significant demand generation, sales, and ROI. Able to engage with all levels within organizations, as well as work with strategic partners on executing go to market strategies.

Areas of Expertise

Contract Negotiation • Demand Generation • Sales Account & Territory Planning • Business Development • Forecasting & Analytics

"Joe is the type of person who can walk into a room and 'own it.' ... He can not only drive urgency and move leads through an entire sales cycle single-handedly, but he is able to build customer rapport almost immediately upon contact." Read more at <http://www.linkedin.com/in/jrmarketing>

CAREER HISTORY AND ACHIEVEMENTS



Bitcoin Magazine, Little Rock, AR

2020-Present

Media Operations

Snapshot: Average coordinating 2+ content contributions per week to bitcoinmagazine.com

Focused on coordinating op-eds and other contributions for bitcoinmagazine.com. Other responsibilities include content curation and repacking for distribution across Bitcoin Magazine social channels.



Hewlett Packard Enterprise (HPE), Little Rock, AR

2018-2020

Senior Marketing Manager, US Field Marketing

Snapshot: Average 250:1 Revenue Generated to Campaign Cost ROI on Marketing Campaigns

Develop and execute marketing plans for the US Telco and Midmarket segments. Drive demand generation campaigns by utilizing account-based marketing with the objective of producing new leads and revenue opportunities. Partner with sales to focus on key areas of growth for the company.

- **PROGRAM MANAGEMENT:** Project Rocket Fuel - Built a dynamic program that pulled in account information from SFDC and generated call to action plus collateral based on Install Base information. Created \$22M in new opportunities in first 6 months and as a result will be pushed to other segments in the US Field Marketing team.
- **ACCOUNT BASED MARKETING:** Identify and engage strategic opportunities in key accounts. Deliver turn key programs for these accounts for sales to leverage in their pursuits.
- **ANALYTICS:** Saved the North American Field Marketing Team an estimated 2500 hours over the next 12 months thanks to a custom-built dashboard that consolidates 3 reports and tracks all marketing generated business.

Continued...



Hewlett Packard Enterprise (HPE), Dallas Ft. Worth, TX
Enterprise Account Manager, Enterprise Group

2013-2018

Snapshot: 100% Territory Revenue Growth Over 4 years and 100% Quota Attainment All 4 years

Selected to develop and implement a scalable territory plan to drive revenue growth for the entire Enterprise Group product portfolio through internal team and external VAR partnerships. FY16 TOLA Rep of the Year for Quota Attainment and Closed Revenue as well as FY17 Q1 & Q2.

- **SALES & Program Development:** Grew territory that was generating \$11 million to reach \$21 million in revenue over a 4-year period. Met all quota and sales targets for 4 consecutive years and consistently ranked in the Top tier of sales representatives for quota attainment. Received Composable Challenge Award for Biggest BladeSystem New Logo in FY2016.



Hewlett Packard Enterprise (HPE), Conway, AR
Microsoft Virtualization Solution Sales, Enterprise Group

2011-2013

Snapshot: Increased Microsoft OEM Attach 3x and Revenue 36%

Charged with identifying and capitalizing on new opportunities to sell the Microsoft OEM portfolio of virtualization software to HPE national accounts. Enabled more than 300 inside sales representatives.

SALES: Increased HPE Microsoft OEM revenue \$8 million over 2 years to reach \$30 million.

- **JOINT VENTURE:** Developed and implemented a first-of-its-kind global HPE/Microsoft worldwide call blitz to train 400+ representatives and generate \$38 million in new pipeline within 48 hours.



Diamond Bear Brewing Company, Little Rock, AR
Director of Sales and Marketing

2008-2010

Snapshot: Spurred record sales growth to achieve 125% sales attainment for 2 consecutive years.

Brought on board to provide sales and marketing leadership as the company faced severe production and distribution challenges that were prohibiting growth. Put the sales, marketing, and distribution infrastructure in place to enable continued expansion.

- **MARKETING:** Developed branding and GTM strategy for 2 new brands, including all packaging, displays, and tap handles. Redesigned company website and launched the company's social media presence, which transformed



Franklin Electrofluid Company, Little Rock, AR
Outside Sales

2006-2008

into a major cost-savings center.

Snapshot: Drove 20% sales growth in a mature territory

Developed the North Central Arkansas sales territory with a primary focus on new account development. Nurtured existing accounts and built solid relationships with decision-makers.

EDUCATION



Christian Brothers University, Memphis, TN
Bachelor of Science in Business Administration (BSBA), Marketing

2006