

GEORGE BAKER

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EXECUTIVE SUMMARY

Senior sales leader with 9+ years of experience driving digital transformation and business growth. Proven track record of leading high-performance teams, implementing strategic initiatives, and delivering solutions that generate measurable ROI across global markets.

CORE COMPETENCIES

Strategic Leadership	Team Management	Digital Transformation
Account Management	Customer Success	Process Optimization
Stakeholder Management	P&L Responsibility	Change Management

PROFESSIONAL EXPERIENCE

Chief Revenue Officer

IBM | 2015 - Present

- Spearheaded enterprise-wide sales transformation initiatives impacting 1957+ employees
- Delivered \$6M+ in annual revenue growth through strategic account management implementations
- Built and led global teams of 39 professionals across 6 countries
- Reduced operational costs by 24% while improving service quality and customer satisfaction

EDUCATION & CERTIFICATIONS

MS in Communications | MIT Sloan | 2011

Bachelor of Science in Communications | MIT Sloan | 2009

Professional Certifications:

- Challenger Sale Methodology
- HubSpot Sales Certified