

# Rowe Morehouse

## SALES LEADER

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## EDUCATION & CERTS

**MBA, Marketing Specialization**  
University of Colorado

**BA, Social Psych & Computer Science**  
UC Santa Cruz

**AWS Solutions Architect**  
**Salesforce Certified Consultant**

## SKILLS

Sales Program Development  
Sales Management  
Direct Sales  
Enterprise Accounts  
Executive Level Presentations  
Stakeholder Relationship Building  
Leadership  
Coaching & Mentoring  
GitHub Product Knowledge  
Solution Selling for Complex Deals  
MEDDPICC & Force  
Travel OK

**Summary** – Tech Exec, Sales Leader, Coder w/ MBA & certifications from Amazon AWS, Salesforce, Google, Meta. **Latest:** #1 Product of the Day at Product Hunt, July 2024. 20 years in tech. 📍 New York, NY.

### Sales Manager, Trendara - A Digital Agency (2009-Now)

- Principal Consultant running a Sales Advisory & Digital Agency servicing SaaS Software & Financial Services clients.
- Authored Sales Playbook for a \$20M Bay Area SaaS & trained team of 10 remote sales reps on how to best sell to their ICP.
- Drove overall sales value prop & marketing for a Fintech startup, resulting in a \$500k VC seed round & over \$600k in initial sales.
- Marketed VMware products to developers.
- Hired & managed fulltime AEs & SDRs + I do payroll & comp plans.

### Dir of Marketing + Sales Operations, RampRate (2007-2009)

- Selling the Cloud / Managed Services. Developed a B2B Demand Gen program from scratch – including go-to-market strategy, sales collateral, lead-to-close SOP, and technical marketing infrastructure.
- Target: Enterprise VP and C-Suite technology buyers.
- Wrote content for all touchpoints in the buyer's journey. Managed Salesforce pipeline and aligned marketing & sales groups in a successful RevOps / sales enablement initiative.

### Sales Manager, Wildwood Hills Search Marketing (2004-2008)

- Founded this Agency – World's first pay-per-call performance marketing service. Grew it to 200+ SMB clients via a productized service offering and formalized sales strategy. Did thousands of cold calls & managed 3 full-time AEs in Los Angeles.
- Sales management & coaching skills were key to attracting & motivating top salespeople who I hired, trained, and managed.
- Technical: Architected a call-tracking system using open source software and spreadsheets. Built an automated billing system that integrated w/ a leading credit card payment gateway. Optimized PPC ad spend.

### Sales Executive, ValueClick - (NASDAQ: VCLK) (2002-2004)

- Inside sales closer. Sold all manner of Digital Advertising (PPC / SEO / Email / Ad Units) as an independent sales rep for multiple firms in LA and SF, including ValueClick & others.
- Pulled ~\$140k/yr on an unsupervised, commission-only basis. Generated 100% my own leads – including prospecting at tech tradeshows & other in-person events.

### Software Project Manager / Marketing / Web Dev (1996-2002)

- **Software Project Manager** at **Razorfish** (IPO), **Senior Web Developer** at **Realtor.com / Move, Inc** (IPO), **Marketing Specialist** at **Warner Bros. Online**, (The Matrix, Harry Potter), Intern at **Apple eWorld**.

• Expanded Résumé, Learn more: <https://git.io/rowemore>

