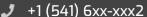
Rowe Morehouse

SALES LEADER







in LinkedIn

EDUCATION & CERTS

MBA, Marketing Specialization
University of Colorado

BA, Social Psych & Computer ScienceUC 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. P 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.
- Explanded Résumé, Learn more: https://git.io/rowemore