



Justin Marsh

HEAD OF SALES

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SUMMARY

Over 15 years of experience in sales and key account management for high profile online travel and e-commerce companies.

Results driven sales and key account management leader generating millions of dollars in revenue and maximizing profitability for industry leading companies. Drives and implements strategies across multiple roles in the technology, media, and travel industry. Matrix collaboration with product, engineering, operations, finance, marketing and legal. Driven achiever known for building, motivating, and leading powerful teams.

PROFESSIONAL EXPERIENCE

Group Head of Sales

Accenture Jan 2017 - Present

- Manage and grow high performance Sales & Key Account Management Team of Meta Search and Digital Advertising Programs.
- Responsible for biggest global client portfolio, including global OTA accounts such as Booking.com, Hotels.com, as well as regional EMEA OTA accounts and tour operators.
- Devise solutions based selling balanced approach to what is right for the client and the business. Develop new products in cooperation with international cross-functional teams (product, engineering, analytics/data science, operations, legal, finance).
- Planned and executed, as key member of selected team, sales reorganization involving 300+ employees (2019).

Senior Manager, Key Accounts

JK Solutions Jul 2010 - Dec 2016

- Managed global key account and biggest book of business for Meta Search Programs at TripAdvisor with more than \$300m annual revenue and double-digit growth YoY.
- Worked closely with cross-functional teams (product, analytics, data science, engineering, finance, marketing and legal) to develop optimization strategies, new products and solutions for my client.
- Monitored and advised client on market and competitor movement.

Senior Client Marketing Manager

WooCommerce Apr 2008 - Jul 2010

Digital River offers SaaS commerce, payments and digital marketing services. They are the leading global provider of Commerce-as-a-Service solutions, supporting a best-in-class shopper experience across all devices and complete order management.

- Managed and developed the online business for key accounts in the software and consumer electronic industry. Delivered 43% YoY

AREAS OF EXPERTISE

Tourism & Online Travel	● ● ● ● ●
Sales Leadership	● ● ● ● ○
Key Account Management	● ● ● ● ○
New Business Development	● ● ● ● ●
Team Building	● ● ● ● ○
Team Management	● ● ● ● ○
Strategic Planning	● ● ● ● ○
Market Research	● ● ● ● ●
Business Analysis	● ● ● ● ●
Organic Gardening	● ● ● ● ○
Permaculture	● ● ● ○ ○

LANGUAGES

English	● ● ● ● ●
French	● ● ● ● ○
Arabic	● ● ● ○ ○
German	● ● ● ○ ○

OTHER EXPERIENCE

Masters in Business Administration
San Jose State University

Apr 2002 - Sep 2002

Diploma in Marketing
Northeastern University

Apr 2000 - Sep 2001

Bachelors in Accounts
Arizona State University

Oct 1998 - Mar 2000

HOBBIES

Organic Gardening & Permaculture
Running
Hiking & Mountain Biking
Travelling