

Chris Watson

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Executive Profile

Strategic executive leader with 20+ years of experience scaling multi-branch organizations, driving revenue growth, and leading high-performing teams. Proven success in P&L management, M&A integration, ERP implementation, and sales strategy. Recognized for expanding American Digital Security from \$19M to a projected \$46M through organic growth and acquisitions, while implementing EOS and building recurring revenue models.

Professional Experience

Vice President | American Digital Security — Kansas City *2019 – Present*

- Full operational oversight of multi-branch security integration firm, including P&L, forecasting, and budget compliance.
- Directed four company acquisitions, integrating teams, processes, and customer experience.
- Implemented EOS, driving accountability, quarterly goals, and leadership alignment.
- Transitioned business model to recurring revenue, securing long-term contracts and sustainable growth.
- Oversaw ERP migration from Distribution One to NetSuite, managing data transfer, training, and go-live.
- Deployed CRM and KPI framework, improving sales transparency and performance.
- Strengthened vendor partnerships, secured competitive pricing, and launched new product lines.
- Achieved significant revenue growth while maintaining high customer satisfaction and employee engagement.
- Spoke at regional and industry conferences, sharing insights on security integration, leadership, and business growth.

Regional Sales Manager | Avigilon (Motorola Solutions) *2017 – 2019*

- Expanded regional sales through strategic partnerships with channel integrators across multiple states.
- Delivered technical consultative sales to education, healthcare, government, and commercial clients.

- Managed full sales cycle from prospecting to close; consistently exceeded territory sales goals (120%+ of quota).
- Trained partners and end-users on advanced video surveillance and access control solutions.
- Successfully mediated and resolved channel conflicts between integration partners, strengthening collaboration and safeguarding long-term customer relationships.

Education Solutions Manager / Channel Sales Manager | SMART Technologies
2015 – 2017

- Directed \$25M sales channel across the central U.S., negotiating multi-million-dollar education contracts.
- Built territory plans targeting strategic school districts and higher education institutions.
- Secured new funding sources and executed GTM strategies in emerging verticals.
- Trained resellers and evaluated coverage effectiveness to optimize market expansion.

Digital Video Engineer / Account Executive | SAFARI Montage
2002 – 2015

- Promoted from Customer Service Lead to National Projects Manager and Account Executive.
- Managed K-12 accounts across 15+ states, including high-profile customers such as Plano, Garland, Denver, Oklahoma City, and Tulsa school districts, to name a few.
- Negotiated large-scale state contracts and authored RFP responses.
- Represented the company at national and regional education conferences.
- Spoke at regional industry conferences, presenting solutions and building market visibility.
- Mentored new hires and expanded market coverage significantly.

Core Competencies

Executive Leadership & Strategy: Strategic Planning, P&L Management, EOS, Recurring Revenue Models, M&A Integration

Growth & Sales: Sales Leadership, Business Development, Solution Selling, Channel Sales, Strategic Partnerships, Contract Negotiation, Market Expansion, Sales Forecasting, GTM Strategy

Operations & Integration: ERP Implementation, CRM Implementation, Vendor Relations, Customer Success, Culture Index

Education & Security Expertise: Security Integration, Physical Security, K-12 Sales, RFP Management, Account Management, Technical Sales Support
