



KEN SAWTELLE

Strategic Business leader

An innovative and accomplished leader driven to help technology companies prosper and thrive. Successful in diverse leadership roles across Business Development, Pre-Sales, Account Management, Marketing, and Partnerships. Recognized for nurturing customer success, earning new business, driving market demand, and forging strategic alliances contributing to robust business growth.

Departmental Leadership

Sales

Marketing

Pre-Sales

Partnerships

Key Areas

- Sales and Marketing
- Solution Consulting
- Partnerships
- Go-to-Market

Education

- College of the Sequoias
- Fresno Pacific University

SaaS Software Experience

- 25 years in the software industry
- 20+ years leading over one hundred staff
- 18 roles in six departments

Skills



Leadership



Business
Development



Solution
Consulting



Account
Management



Inbound
Marketing



Partnerships

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LEADERSHIP AREAS

Sales and Marketing

Over eighteen years in Sales and Marketing leadership. As a critical member of Velosimo, developed and executed strategic sales and marketing approaches that led to substantial Series A funding, achieved a 4.4x increase in ARR, a 2.5x boost in TCV, and a six-fold partner network expansion. Using social media, email marketing, and website optimization, elevated the digital presence with over 4K social engagements, over 80K website visitors, and nearly 250K emails.

At Accela, led business development and sales teams to realize a 472% growth in SaaS SMG bookings over two years. Introduced a VAR reseller program that yielded \$4.5 million in sales and an impressive 350% YOY growth, contributing to \$31 million in partner-related revenue in 2014. The success was replicated in 2018 with an 85% YOY growth in new business and a 720% growth in SMG Subscription, contributing to the company-wide 142% growth in SaaS and personally closing the second MEA enterprise deal.

Solution Consulting

Over nine years in Solution Consulting leadership during significant organic growth. With responsibility for managing worldwide product demonstrations, strategic presentations were personally executed for the first five years. Developed groundbreaking, customer-centric demo standards and processes for this critical need in pre-sales. Recruited a high-performing team of nearly twenty staff across nine years. The team's proficiency significantly drove the most substantial market share growth through compelling, solution-oriented demonstrations, influencing over \$400 million in bookings.

Partnerships

Over five years in Partner Program leadership, distinguished by an acute focus on partner success and SaaS growth. Numerous innovative programs and strategies were pioneered, markedly expanding the partner ecosystem. Initiating and leading the VAR reseller program proved pivotal, yielding an impressive \$4.5 million in channel sales and 350% YOY growth. These initiatives contributed to a 200% YOY increase in SaaS, attracting 24 new SaaS SMG customers in 2015 alone and a significant \$31 million in 2014. Drove partner recruitment, training, and support, developed a reseller sales playbook, launched a partner portal to facilitate communication and cooperation, and co-authored an innovative toolset for partner solution development and the first on-demand solution for pet registration. Developed a regional reseller network in the Middle East and Africa (MEA), further enriching the partner ecosystem. Such strategic endeavors led to a remarkable 472% two-year growth for the SMG Civic Platform SaaS in 2017, underscoring the power of a robust, well-run partner program in driving SaaS growth.

Go-To-Market

Over six years with Go-to-market strategy and implementation. At Accela, developed and managed the Small and Medium Government division and GTM, including an updated product via Packaged Solutions, pricing strategy, competitive analysis, resale channel development and nurturing, and internal cross-departmental collaboration to support the new market effort. Also, led the team that managed Packaged Solutions and recruited, enabled, trained, and supported SMG resellers. At Velosimo, analyzed past approaches and results to arrive at revamped and standardized pricing, terms, and resale contracts, identified and recruited ideal partners, identified top products, and initiated target marketing programs.

CHRONOLOGICAL

- 2020-2023 Velosimo Head of Sales and Marketing**

Pivotal in shaping the company's growth as the fifth employee through a comprehensive sales and marketing strategy. Leveraged social media, email marketing, and website optimization to augment our digital footprint and customer engagement. This multi-pronged approach was instrumental in securing substantial Series A funding. Led a remarkable bookings surge over two years: a 4.4x increase in Annual Recurring Revenue (ARR) and a 2.5x boost in Total Contract Value (TCV), doubling the customer base and expanding the partner network six-fold. In less than 18 months, boosted digital presence significantly - social engagements exceeded 4K, website visitors crossed 82K and nearly 250K emails were delivered. Furthermore, established operational procedures by standardizing pricing, contracts, and reseller agreements.
- 2015 - 2020 Accela Sales and GTM Director**

Spearheaded business development, account management, and sales development teams, fostering substantial growth in SaaS bookings, more significant deals, and expedited sales cycles. These strategic efforts culminated in a remarkable 472% increase in SaaS SMG bookings by 2018, a milestone achieved by introducing innovative programs and best practices. Simultaneously, initiated and managed a pivotal initiative to expand sales in the small and medium government sector through resellers. This comprehensive program spanned reseller recruitment, cross-departmental collaboration, process innovation, and sales strategies. The first quarter of leadership witnessed an impressive 85% Year-Over-Year growth in new business and a 50% increase in the average deal size. Notably, in 2018, the SMG Subscription segment recorded a striking 720% Year-Over-Year growth, contributing significantly to the company-wide SaaS growth of 142% and accounting for a third of all SaaS business for the company.
- 2013 - 2016 Accela Partner Program and Center of Excellence**

Guided initiatives for customer success and corporate growth, including launching the VAR reseller program and managing the partner program. This resulted in a remarkable \$4.5 million sales boost and 350% YOY growth. The execution of the Civic Upgrade program drove a 20% migration of legacy ARR in the inaugural year and a 200% YOY surge in SaaS customers. Alongside implementing the Best Practice Template program, these strategies collectively generated a substantial \$31 million in revenue for 2014. Led a team of eight and developed successful strategies, including innovative sales programs focused on launching the reseller segment and nurturing the partner ecosystem. Additional impactful initiatives featured establishing a partner portal and creating an "on-demand" platform for partner solution development. Developed the reseller sales playbook and pioneered the Packaged Solutions approach to sales and delivery, expediting setup, and a key catalyst in driving an impressive 472% two-year growth for the SMG Civic Platform SaaS in 2017.
- 2005 - 2013 Accela Solution Consulting and Middle East Sales**

Led a team of Solution Consultants amid accelerated growth, overseeing worldwide product demonstrations and personally conducting strategic presentations for the first five years. Pioneered innovative, customer-focused demonstration standards and processes, acknowledging the critical role of compelling product demos in our technically complex sector. Over nine years, recruited and managed more than twenty professionals, contributing significantly to market share growth through solution-oriented demonstrations. And Established the first international office in Abu Dhabi, UAE, overseeing logistics, office procurement, and governmental licensing. Additionally, developed a regional reseller network for the Middle East and Africa (MEA). Key achievements include influencing over \$400 million in worldwide bookings, pioneering customer-centric demo standards, and personally closing the second enterprise sale in the Middle East.
- 1999 - 2005 Accela Development Manager and Software Engineer**

Led the successful completion of various software projects and crucial elements of Accela Automation, the flagship SaaS platform, coordinating with a team of over fifty software engineers. Previously, I was a developer on solutions such as Permits Plus, Open Data Systems, Mobile Tech, Velocity Hall, and IVR, utilizing languages like Visual Basic, Cold Fusion, Prolifics Jam, and JavaScript.