

# KEN SAWTELLE

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Innovative leader driven by a relentless desire to help government delight citizens with a modern approach to service. A unique combination of expertise in public-sector software sales, services, marketing, and engineering, and a history of successful strategies, teams, and innovation that has been critical to the incredible growth and dominance of Accela's cloud-based solutions.

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## RESULTS DELIVERED

- Impacted over \$400 million in worldwide bookings while leading the Solution Consulting team
  - Established innovative, customer-centric demo standards and processes born of principles from Great Demo and Solution Selling
  - Delivered 472% growth in SaaS SMG Civic Platform bookings for two years ending in 2018 while increasing the average deal size by 50%
  - Implemented the Accela VAR program, trained ten VARs resulting in \$3.5 million in channel sales and 350% YOY growth in the second year
  - Earned 24 new SaaS SMG customers in 2015 from our VAR program resulting in a 200% YOY increase in SaaS
  - Implemented the Accela as a reseller program resulting in \$3 million in additional revenue and a 300% YOY growth in the second year
  - Executed Civic Upgrade program, securing 20% of legacy ARR with migration in the first year
  - Formalized and standardized the Best Practice Template program with nine release in two years, reducing the costs and time for delivery and contributing to our competitiveness
  - Led the partner program that accounted for over \$31 million in 2014 alone
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## CONTRIBUTING SKILLS AND CAPABILITIES

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|-------------------------|----------------------|------------------------|
| • Go-To-Market Strategy | • Account Management | • SaaS Solutions       |
| • Demand Generation     | • Sales Leadership   | • Delivery Programs    |
| • Business Development  | • Partner Programs   | • Software Development |
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## GOVERNMENT SOFTWARE AND SERVICES EXPERIENCE

### ACCELA, INC, SAN RAMON, CA

1999 – 2020

*Global provider of cloud-based productivity and civic engagement solutions for state and local governments*

Joined Accela as a Software Engineer twenty-one years ago, and rapidly progressed to software development management, and then excelled in four sales leadership roles over the next fifteen years.

First in technical sales as the driven, and winning, go-to Solution Consultant for strategic demonstrations while leading and growing the group for years, including establishing innovative, customer-centric demo standards and processes.

Next launched and directed Accela's new innovated group, Center of Excellence, establishing Accela's Value-Added Reseller and Accela as a Reseller programs, growing and promoting Accela's solution partners, authoring and developing the transformative delivery packages initiative, formalizing and standardizing the Best Practice Template program, authoring and directing the Civic Upgrade program, and authoring creative marketing plays.

The last four years in Sales leadership, directing various direct sales groups, including the western account teams, new business teams, lead generation teams, as well as a focus on mid-market new business with incredible results. Current role includes authoring and executing on a new effort to grow the small government segment of the market with a partner-pursued go-to-market approach.

## **GO-TO-MARKET AND SALES DIRECTOR (2019-2020)**

Currently directing Accela's new initiative to help smaller governments deliver better citizen service with an attainable Civic Platform. Authored, launched, and now managing the new program with a partner-pursued go-to-market approach.

Recruited value-added resellers, managed cross-departmental collaboration, implemented new processes, authored innovative delivery packages and software offerings, and now driving new internal and partner sales plays, qualifying new leads for partner assignment, supporting the partners and managing the pipeline.

## **DIRECTOR OF SALES (2016-2019)**

Led the Business Development and Lead Generation teams for the small and medium-sized communities in the first year of this role, the western account team in the second, and the western sales teams in the final year, as Accela extended its reach in modernizing Government Permitting and Licensing with the Civic Platform on Microsoft Azure and purpose-built Civic applications.

Responsible for fantastic growth in SaaS SMG Civic Platform bookings, increased deal size, and decreased sales cycle and delivery, benefited by the innovative sales and delivery programs, initiatives, and best practices from the Center of Excellence team that has made quick and affordable modernization possible with the Civic Platform via predictable direct sales and swift partner delivery.

## **DIRECTOR OF CENTER OF EXCELLENCE (2013-2016)**

Focused on customer success and corporate growth specific to the small and medium-sized communities of North America by leading the lead generation sales team, driving innovative sales and delivery programs, initiatives, and best practices, launching our VAR partner program, monetizing our technical partner program, developing and delivering sales training program, and managing and growing our partner ecosystem.

## **DIRECTOR OF SOLUTION CONSULTING (2005-2013)**

Led a team of nine Solution Consultants during arguably the fastest organic growth period of Accela. The team handled all world-wide product, and I personally delivered all strategic presentations for the first five years of this role. Established innovative, customer-centric demo standards and processes born of principles from Great Demo and Solution Selling,

## **BUSINESS DEVELOPMENT DIRECTOR MEA (2008-2009)**

Opened Accela's first over-seas office in Abu Dhabi, UAE, including securing office facilities, government licensing, and more. Formed a local sales team and developed a regional reseller community covering UAE, Oman, Saud Arabia, Qatar, Bahrain, Kuwait, as well as Levant and Africa. Established a robust pipeline and closed Accela's second deal in the region.

## **SOFTWARE DEVELOPMENT MANAGER (2003-2004)**

Responsible for multiple projects and significant components of our flagship web-based government services platform Accela Automation, working with a pool of over fifty software engineers.

## **SOFTWARE ENGINEER (1999-2002)**

Software development for multiple government software solutions including Permits Plus, Open Data Systems, and the Civic Platform

### **ADDITIONAL EXPERIENCE**

**SOVAL DISTRIBUTORS**, Managing Partner and Sales, Bakersfield, CA

**MUSIC COMPANY**, Owner and Disc Jockey, Central Valley, CA

**SMS INDUSTRIAL**, General Manager and Sales, Bakersfield, CA

**SAWTELLE & ROSPRIM**, Sales, Purchasing Agent, Accounts Payable, Corcoran, CA

**SOUND PLUS**, Owner, Corcoran, CA

**VALLEY RACING ASSOCIATION**, Software Developer, Fresno, CA

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### **EDUCATION**

**BA**, Management and Organizational Development  
Fresno Pacific University, Fresno, CA

**AA**, Associates of Arts  
College of the Sequoias, Visalia, CA