

# Ken Sawtelle

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## CAREER PROFILE

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I am a technology professional with over 20 years of experience growing Government Technology companies. I led Velosimo to secure Series A funding. At Accela, I was pivotal in driving substantial enterprise and mid-market growth through strategic pre-sales, sales, partnership, and GTM leadership.

Core competencies include leadership in Sales and Marketing, Pre-Sales Solution Consulting, Go-To-Market Strategy, Demand Generation, Business Development, Account Management, and Partner Programs.

## CAREER HIGHLIGHTS

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- \$11M Series A funding for Velosimo
- 4.4x increase in ARR, 2.5x in TCV, 2x in install base, and 6x in partners at Velosimo
- \$400 million worldwide bookings influence for Accela while leading the Solution Consulting team
- 350% YOY growth and \$4.5 million in VAR sales
- 300% YOY growth and over \$3M in SaaS Bookings for Accela-As-A-Reseller program
- 20% legacy ARR migration in the first year of the Accela Civic Upgrade program
- Designed and led new Accela programs for VARs, Civic Platform Upgrade, Packaged Solutions, Partner Implementation Package, and Accela-As-A-Reseller

## PROFESSIONAL EXPERIENCE

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### VELOSIMO, INC. Oakland, CA

2020-2023

Velosimo is an early startup providing revolutionary integration connectors and iPaaS for Government, providing modern and uninterrupted experiences for staff and Citizens Leading Sales and Marketing. I played a pivotal role in the company's early-stage growth through the development and execution of a comprehensive sales and marketing strategy and execution, resulting in substantial Series A funding.

#### Chief Revenue Officer and Chief Marketing Officer

Pivotal in shaping the company's growth and obtaining Series A funding through building a sales team with predictable sales methodology, establishing the reseller program, standardized contracts, implementing a robust sales and revenue technology stack, delivering a comprehensive sales and marketing strategy and execution utilizing a blend of social media, email marketing, and website optimization.

- Led Velosimo to an \$11M Series A funding via strategic sales and marketing leadership
- Delivered a 4.4x increase in ARR, 2.5x in TCV, 2x in install base, and 6x in partners in the first two years
- Increased brand awareness with website visitors over 82K, nearly 250K emails, and over 4k social engagements
- Established operational procedures by standardizing pricing, contracts, and reseller agreements.

### ACCELA, INC. San Ramon, CA

1999-2020

Accela is a twenty-five-year leading innovator in government technology, dedicated to modernizing government planning, permitting, and licensing processes, where I held various leadership roles spanning from Sales and Go-to-Market Director, Partner Program and Center of Excellence Director, Solution Consulting and Middle East Sales Director, to Software Development and Manager, contributing significantly to its growth and innovation. Accela acquired the following solutions during my tenure: Permits Plus, Open Data Systems, Kiva DMS, Tidemark, Decade, IQM2, PublicStuff, Springbrook, SoftRight, Envista, GeoTMS, Civic Insight, and Kinsail,

#### Director of Mid-Market/Enterprise Sales and Go-to-Market, 2016-2020

Led business development, account management, and lead generation teams, driving substantial growth in SaaS bookings alongside more significant deal sizes and reduced sales cycles, facilitated through direct leadership in establishing innovative programs, initiatives, and best practices. Spearheaded an initiative to grow small and medium government sales through resellers, marking a new strategic direction for the company. This comprehensive program involved crafting a partner-focused go-to-market strategy, recruiting resellers, fostering cross-departmental collaboration, innovating processes, driving sales strategies, qualifying leads, supporting partners, and managing the channel sales pipeline.

- 767% three-year growth in SaaS SMG bookings in FY16-FY19

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- 74% increase in the average deal size in FY16-FY19

**ACCELA, INC.** San Ramon, CA (Continued)

**Director of Partner Program and Center of Excellence**, 2013-2016

Created and led the VAR reseller program and the Civic Upgrade program, leading a team of eight for three years. Launched innovative sales and delivery programs, monetized the technical partner program, developed a comprehensive sales training program, standardized and formalized the Packaged Solutions program, developed the reseller sales playbook, and recruited, enabled, and trained resellers. Introduced the Packaged Solutions approach to software delivery, established the partner portal, led lead generation efforts, provided partner support, introduced the new "on-demand" segment for developer partner product development, led cross-functional operational excellence, and developed and led partner-driven sales and delivery program as well as partner-specific cloud demo environments. Also participated in M&A activities during this role.

- 350% YOY growth and \$4.5 million in VAR sales in FY14-FY15
- 300% YOY growth and over \$3M in SaaS Bookings for Accela-As-A-Reseller in FY14-FY15
- 20% migration of legacy ARR in the first year with a 200% increase in SaaS and 24 new customers in 2015
- 9 Packaged Solution releases over two years and express historic conversion, reducing delivery costs and timeframes

**Director of Solution Consulting (Sales Engineering) and Middle East Sales**, 2004-2013

Led twenty Solution Consultants who delivered all enterprise product demonstrations during the significant 9-year phase of swift organic growth, developed groundbreaking, customer-centric demo standards and processes, and created innovative solutions to demo environment challenges such as establishing mobile demo environments, easy loading of property data, and VM use for reloading demo-ready environments and archiving custom environments for post-sale work. Established Accela's maiden international office in Abu Dhabi, UAE, complete with the orchestration of necessary logistics, procurement of office facilities, and acquisition of government licenses, developed a regional reseller network for MEA, and closed our second regional deal.

- Influenced over \$400 million in worldwide bookings FY14-FY17.
- Pioneering innovative, customer-centric demonstration standards and processes
- Delivered all strategic demonstrations through 2008
- Established Accela's maiden international office in Abu Dhabi
- Aided in the Abu Dhabi implementation and internationalization & localization of the platform
- Personally closed a \$3.2M TCV Qatar deal in 2010, Accela's second international enterprise sale

**Manager of Software Development and Software Engineer**, 1999-2004

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

## EDUCATION

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**FRESNO PACIFIC UNIVERSITY, Fresno, CA**

Bachelor of Arts, Management and Organizational Development

**COLLEGE OF THE SEQUOIAS, Visalia, CA**

Associate of Arts