

SALES & MARKETING STRATEGIST

Established senior executive possessing diverse experience across sales, marketing, and go-to-market strategy and execution.

Dynamic leader with proven capabilities in developing and directing cross-functional teams across various locations to execute and drive innovative strategies. Strong aptitude for translating market intelligence and consumer insights into comprehensive go-to-market strategies. Highly skilled in leveraging sales and marketing expertise and experience to develop strategies that continuously improve and optimize the customer lifecycle stages. Compelling communicator well versed in engaging key stakeholders, cultivating strong professional relationships, and utilizing networks to expand business.

Areas of Expertise

- Go-To-Market Strategy
- Account Segmentation & Target Personas
- Positioning & Messaging Strategy
- SEO
- Market Analysis & Consumer Insights
- Demand Generation Programs
- Sales & Marketing Operations
- Content Strategy
- Competitor Analysis & Insights

Career Experience

Juran, Boston, MA

VICE PRESIDENT | Strategy

2016 – Present

Formulate go-to-market strategy for SaaS offering, providing oversight on implementation and reviewing performance. Direct and oversee sales operations, driving profit maximization and sales target realization. Review and redefine target customer segments, leveraging insights to establish product design, price, and positioning to drive efficient growth and retention. Identify selling prices through researching and assessing costs, competitors, as well as supply and demand. Enhance awareness and share of voice with defined markets through strategic digital marketing campaigns and sales enablement. Cultivate and grow web presence by migrating offline articles to website. Leverage professional network to enable introductions and initiation of relationships with key high-level stakeholders. Chair regular sales meetings across 17 geographies, additionally collaborating with partners in 8 different countries and consultants across 10 countries.

- Directed transition to SaaS offering, developing go-to-market strategy for migration from traditional consultative sales model to online scalable platform resulting in **80%** of sales from digital platforms with profit margin of approximately **70%** in comparison with **15%** on consulting business.
- Engendered revenue increase from **\$0 to \$3M+** within three-year period through acquiring **3K+** users across **90** enterprise companies at a **\$1,1K** ARPU while reducing CAC by **30%**.
- Boosted organic web traffic by **1000%**, from **3K** monthly sessions to **37K** monthly sessions, through transforming marketing strategy and branding to significantly enhance digital marketing as well as web firm presence and image.
- Significantly increased net new leads by **1200%** from **14** new contacts per month to **185** new contacts per month through using innovative content strategy, SEO, paid advertising, and good call to actions.
- Established foundation for closure of IMPRO and Juran **\$1.2M** contract with largest client in 10 years.

Yottaa, Waltham, MA

CORPORATE SALES DIRECTOR

2015 – 2016

Spearheaded new business generation across Fortune 2000 accounts in New York. Designed and implemented strategic plans to achieve and exceed sales targets. Managed sales cycle from identification to closure through discovery, pilot, ROI calculation, and business proposals. Leveraged MEDDIC sales methodology to facilitate accurate forecasting for reporting to senior management. Fostered strong professional relationships with key clients to grow loyalty and cultivate sales growth. Developed and promoted weekly, monthly, and quarterly sales objectives. Liaised with clients to establish needs and provide tailored product and service recommendations.

- Successfully exceeded pipeline quota by **148%** in Q1 generating over **\$1.5M** through exceeded meetings completed goal by **124%** in Q4 and **125%** in Q1.

- Set multiple records including most meetings scheduled/completed in a quarter (**65**), most opportunities generated in a quarter (**18**), most pipeline generated in a quarter (**\$1.5M**), and most cold calls/emails in a quarter (**9K**).
- Championed enhanced messaging and product positioning, facilitating training and coaching for reps to boost team morale and drive sales.

Turbonomic, Boston, MA

2014 – 2015

ACCOUNT EXECUTIVE | MANAGER OF SALES DEVELOPMENT - SDR

Directed team of SDRs to create qualified opportunities for sales, facilitating training and coaching to ensure optimized use of best practices. Monitored performance, ensuring performance improvement through providing coaching and feedback during recurring one-on-ones. Collaborated cross-functionally with Sales department and SDR leadership on enhancing opportunity management and qualification processes. Liaised with Sales, Senior SDR Manager, as well as Regional Sales Director to identify key company accounts for development. Partnered with Content, Marketing Program Managers, and Product Marketing to develop effective messaging for outbound communications.

- Established and developed team of **60+** SDRs producing **\$2M+** in closed revenue as well as **300+** pipeline opportunities valued at **\$10M+**.
- Consistently exceeded targets through conducting **75+** daily cold calls as well as producing **40+** cold prospect emails daily.
- Spearheaded Account Targeting Improvement Project guiding Turbonomic's global go-to-market strategy and significantly contributing to **\$63M** in annual revenue. Received C-suite recognition for project.
- Enabled promotion of **30+** SDRs to Sales Reps through coaching, training, and career goal establishment in line with SDR growth.
- Received **two** promotions within **two** year period for outstanding performance and revenue growth acceleration.

Education

Bachelor of Science in Managerial Economics

University of Massachusetts | Isenberg School of Management, 2014

Technical Proficiencies

Platforms:	Salesforce, HubSpot (certified), RingLead, Shopify, SEMrush, Google Ads, Google Analytics (certified)
Tools:	Zapier, HotJar, Drift, Google Trends, Google Search Console
Databases:	ZoomInfo
Software:	MS Office Suite, Google Office Suite, Adobe Suite
Web Development:	WordPress, WP Engine