

Patrick Lane

Sales & Operations Leader

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Bloomfield Hills, Michigan, United States

If you're looking for someone who can bring a been-there-done-that expertise to supercharge your top line revenue, I'm your guy. If you need someone to **build process and accountability, optimize sales team performance and COGS**, grow B2B revenue from **5M to 25M and beyond**, I'm your guy. Let me explain, over a quick call, why integrity, a diverse background, and a diligent approach will **help me inspire success across your business and accomplish your goals**.

Technical Proficiencies

B2B Revenue Ownership & Sales Team Leadership

- 8+ years of Sales Team Leadership, Coaching, Pipeline Management
- MEDDPICC sales methodology
- P&L Ownership
- Sales team recruitment & headcount optimization
- Revenue Forecasting & Quota management
- Client Retention & Account Management
- Business Process Improvement

Media & Advertising Sales Leadership

- 10+ years of Corporate Sales experience
- SMB client sales & management (100k deal size or less)
- Enterprise client sales & management (100k - 1M deal size)
- Proficiency selling Full-Funnel Marketing & Advertising products:
 - Display Advertising
 - Sponsored Content
 - Video Advertising
 - Conferences
 - Affiliate Marketing

Sales Platform Administration & Ownership

- Salesforce Sales Cloud Administrator
- Salesforce Marketing Cloud Administrator
- Hubspot Administrator
- LinkedIn Sales Navigator Admin
- Apollo, ZoomInfo, Seamless AI Admin

B2B Marketing & Sales Enablement

- Organized & generated leads for ICPs by company, title, function
- Organizing, writing, scheduling outbound Email Campaigns
- Led creation & organization of Sales Collateral
- Created & optimized Inbound Leadflow from B2B Websites

Product Ownership

- Co-founded & led Conference business line
- Grew revenue from 300k to 5.3M annually
- Researched ideal industries & created Conference products & themes
- Led Agenda creation, speaker acquisition, speaker management
- Led Conference Sponsorship Sales, regularly surpassed goals
- Organized Media Partnerships and Co-Marketing to boost ticket revenue
- Regularly emceed events as the executive "face of the business"

Career Experience

Benzinga, Detroit, MI
Executive Vice President, Sales & Partnerships

December 2016 — Present

- Grew B2B revenue 3x (nearly 20M increase)
- Sat on Executive Committee to sell to PE firm in 2021
- Named *Most Valuable Zinger* by fellow team members
- Presented Core Value award by CEO for espousing the company's core value: *We Do What We Say*

Q1 Productions, Chicago, IL
Senior Account Executive

January 2016 — December 2016

- Led Sponsorship Sales for the Medical Device & Pharma Summits division

Various Theaters & Production Companies
Professional Actor

May 2007 — December 2016

- Member of the Actors Equity Association (professional actors union)
- TV credits: *Chicago Fire*, *Chicago PD*, *All My Children*
- Theatre: Off-Broadway, National Tour, Regional Theatre

Education

BFA 2008
University of Evansville, Evansville, IN

MFA 2011
American Conservatory Theater, San Francisco, CA