

RANDALL BYRD MBA

Strategic Vertical Sales & Marketing

<http://www.linkedin.com/in/randallbyrd>

303-746-8114 Arvada, CO randall@randallbyrd.com

Skilled program creation specialist for vertical sales and marketing initiatives. Designer of strategic customer acquisition campaigns in new industry verticals including industry research, database development, multiple channel program components and operational management. New business development and inbound lead generation through target account engagement with executive-level contacts and complex opportunity discovery.

Vertical Marketing Programs Strategist

Inkcups - Denver, CO (remote) 1/2023 – 3/2024

Strategic marketing program development and vertical industry sales campaign management. New lead development through account acquisition activities and discovery engagements.

- Strategic vertical marketing campaign development and execution including industry market analysis, database analysis, campaign design and implementation, content generation, informational webinars, lead generation programs, opportunity discovery.
- Developing omni-channel strategies for creating brand awareness with focused targeting and penetration of key prospects and industry vertical companies.
- Utilizing Salesforce CRM, Online platforms and marketing automation systems for database development, campaign execution and comprehensive reporting methods.
- Bridging the gap between sales and marketing teams through support of target account planning, lead generation activities and creation of sales enablement tools.
- Results: Successful acquisition of 3 global accounts and creation of over two dozen new business opportunities. Qualified recognition and industry awareness of Inkcups brand in 3 key new market verticals (promotional bags, drinkware brands, apparel decorators).

Sales and Lead Engagement Specialist

Kornit Digital - Denver, CO (remote) 3/2021 – 12/2022

Sales / marketing support for Kornit North America's Western Territory (US and Canada). Inside sales, lead generation and discovery, and direct territory sales management activities.

- Enterprise sales of direct to garment (DTG) and direct to fabric (Roll-to-Roll) printing equipment and systems. Consult on business modeling, ROI, revenue growth strategies.
- Directly supporting Regional Sales Managers including territory analysis and research, opportunity development, lead generation, coordination of sales campaigns, travel.
- Managing all inbound marketing leads including discovery calls and evaluation, meeting presentations, lead disposition, database management.
- Performing ongoing analysis of Kornit North America sales operations. Creating ad-hoc Salesforce reports, dashboards, and data analytics for contextual sales insights of both current and future sales and marketing campaigns.
- Directing the operational activities of Boxpilot call center and lead generation partner including database analysis, list creation and target companies, process development.
- Teaming with 3rd party Google PPC consultant and corporate Demand Generation group to improve lead campaigns and target customer profile development.
- Results: Discovery and qualification of an average 25 new opportunities per quarter.

Notable Success

Executive-level cold-call penetration and engagement of the largest US apparel brand and the leading global drinkware brand

\$2.1 million DTG systems sale to promotional products supplier

Developed marketing engagement for Kornit with national television series.

Skills and Expertise

Vertical Marketing Campaigns
Market Penetration Strategy
Campaign Management
Enterprise Technology Sales
Industry Analysis and Research
Business Operations and Processes
Contextual Data Management
Team Leadership
Generative AI technology
Critical Thinking - Problem Solving
Self-directed Remote Management

Relevant Experience

National Sales Representative

Melco International Denver, CO
(remote) 2/2017 - 3/2021

OEM equipment sales: EMT16+ embroidery machines, Epson DTG, Roland wide-format printers

President / Owner

Star Graphic Supplies Denver, CO
2/2013 - 3/2024

Wholesale eCommerce distribution company for the commercial offset printing industry.

Education

Master of Business Administration (MBA)

University of Phoenix Denver, CO

Bachelor of Science Industrial Technology

Iowa State University Ames, IA