



## DANIEL HECKMAN

---

347 Bahia Vista Drive, Indian Rocks Beach, FL 33785 | 339.927.7693 | [danh@salesintegrations.com](mailto:danh@salesintegrations.com)

### OPENING

---

35 years of driving results across multiple industries. Grew bookings by 47% and revenue by 12% at \$50M, 30 year old agriculture technology company. Grew renewal rate in \$200M business from 89% to 96% and reduced sales expense by \$2.6M at Progress Software. (\$450M public database software company) Trained 2200 people at Juniper Networks and transformed organization while driving 25% revenue growth to \$4B. Drove 13% revenue growth as Director of Strategy for US Enterprise Sector at Microsoft. (\$3.1b)

### EXPERIENCE

---

11/1/15 – Present    **President, Sales Integrations (Sales and Marketing Consulting)**

*Focused on transforming sales and marketing organizations on changes in the selling process and how to market to your target market. Expertise includes: Sales process and operations, connected sales and marketing (go-to-market development), Relationship development and most importantly, providing key value to your clients based upon your solution offerings. In addition, acquisition of new customers and expanding beyond your current focus industry.*

11/1/17 – Present    **Advisory Board Member, Executive Engagements International (Management Consulting)**

*A skilled team of practical, real life experience and successful track records of delivering growth. We address business challenges and opportunities connecting what you know with what you don't know...yet.*

*Technology industry veterans who leverage decades of experience to assist clients in navigating the digital transformation.*

12/1/16 – 10/1/18    **Chief Revenue Officer, AGDATA**


*The core of the AGDATA offering is the collection and management of agricultural supply chain data from a wide variety of sources into a single and accurate view. From there AGDATA delivers, hosts, and maintains solutions that deliver insights and allow you to drive your business.*

**Develop the entire sales culture within the company while creating value for our customers and delivering on Revenue, Bookings and EBITDA goals.**

- Created Sales Culture across the company
- Developed Go-To-Market strategy and execution
- 47% growth in Bookings in 1<sup>st</sup> year (included single largest bookings quarter)
- Grew Revenue by 12%
- Developed new target market in Tier 2/3 Customers
- Implemented required toolset (CRM, Marketing Automation, Sales Process)

10/17/15-11/30/16    **Senior Vice President, Solutions, SiteREADY**





*SiteREADY is a professional services firm focused on the integration of technology during construction.*

**Establish and develop the go-to-market strategy and execution plans for sales, marketing and operations.**

- Built Sales team
- Developed Go-To-Market strategy and execution
- Tripled Pipeline in 90-days, from zero to 32 Fortune 1000 meetings in 6 months
- Grew Revenue by 75%
- Sold three new logos in 90-days
- Established partner strategy for 2016/2017
- Implemented all required toolset (CRM, Marketing Automation, Sales Process)

6/29/12 – 10/15/15 *Vice President, WW Renewals and Field Enablement, Progress Software*

*Progress is a 35-year-old public company with over \$450M in revenues focusing on application development and data integration marketplace for both Cloud and On-Premise solutions.*

**Responsible for the WW build out and execution of Field Enablement and Renewals including:**

- Total Responsibility for \$225M in Revenue (Exceeded revenue 7 straight qtrs)
  - o Insourced Entire Renewals Business
  - o Saved \$5.2M in overhead in 2 years
  - o Increased renewal rate from 89% to 96%
- Developed and Executed Readiness (Sales & Technical & Partner)
- Designed and Built - SAM/Compliance
- Executive Briefing Center
- Designed Rewards & Recognition
- Developed & Executed Global Sales Conference/Circle of Excellence
- Established Customer Reference Program
- Created Customer Experience
- Systems/Tools/Annual Planning

5/10/10 – 6/27/12 *Vice President, Global Sales Transformation, Juniper Networks*

**Development of the transformation strategy and execution plan to move from selling technology to solutions.**

- Built New Network Selling (Executive Office Award from CEO)
  - o (Relationship Management, Opportunity Management, Business Management)
- Deployed WW Enablement Platform and increased revenue by 25%
- Developed WW Onboarding Process – Achieved goals 50% faster
- Establish integration points for Marketing, Services, Partner and IT (CRM) and Engineering
- Trained and Implemented to over 2200 people in 6 months

9/22/08 – 5/8/10 *Senior Director, Enterprise Sales Excellence, Latin America, Microsoft Corporation*

**Responsible for Sales Excellence execution strategy and development of World Class Selling execution model across the LATAM region for the enterprise and partner group.**

- Grew Revenue by 23% (\$900M)
- Transform the field into World Class Sellers
- Grow Account Plan Quality to 100% across region
- Build out of the Rhythm of the Business (Forecast, Pipeline)



- Connected Sales and Marketing
- Promoted in first year of role
- Gold Star Award

12/3/07 – 9/19/08 *Vice President, Enterprise Accounts, Avid Technology*

**Responsible for the sales strategy, leadership and execution into the enterprise market space for all Avid solutions. This included the transformation and culture shift with new solutions approach to our customers, partners and internal departments.**

- Drove \$123M Revenue – 11% YOY Growth (121% attainment)
- Developed and Deployed New compensation structure
- Established New service offerings in Top 5 Enterprise Accounts

8/24/94 – 11/30/07 *West Region Director, Headquarter Sales* Microsoft Corporation (Nov 2004 – Nov 2007)

**Responsible for the sales/quota attainment, strategy development and execution in headquarters sales organization. Managed 27 sales and technical resources to achieve overall revenue goal and customer satisfaction in our enterprise segment.**

- Achieved 112% revenue attainment in first year (\$427M)
- FY06 Q1 Customer and Partner Experience Hero Award
- Increased field productivity by 5% with customer service (CSR) initiative
- FY07 Q3 GM Excellence award for outstanding performance
- Giving Campaign Team Captain Award

*Regional Sales Operation and Partner Director, (January 2003 – October 2004)*

**Responsible for developing the sales and execution strategies for all sales activities including: sales model, pipeline generation, forecasting, skills assessment and desktop deployment initiative. Execution to hit revenue targets and manage the regional partner community to ensure consistency with national win targets.**

- Hit 110% deployment targets
- Exceeded partner win goals by 125%
- FY05 Marketing Impact Award for Desktop Deployment Go-to-Market
- Promoted during Mid-Year

*Director, US Strategy for Enterprise Accounts (October 2001 – December 2003)*

**Responsible for the sales strategy and execution within the enterprise customer segment for Microsoft US. Included: Segmentation, sales contests and rewards, Sales Execution Framework, communications, marketing Go-to-Markets, process, tool integration and the “Maestro” sales process. Help drive \$3.1B in revenue across both server and non-server revenue targets. Established field councils and summits.**

- o Helped drive revenue growth 13% to \$3.1B
- o Member of the US Leadership Development Program (LDP)
- o US Segment Lead for Worldwide Project “Sable”
- o Established national manager councils and summits

*Enterprise Sales Manager (July 99 –September 2001)*

**Directly responsible for hiring and managing local and remote employees covering enterprise accounts across multiple states in the**





**Southeast. Managed 17 sales and technical resources to achieve a \$101M revenue goal.**

- #1 Growth in segment in Microsoft US (FY01) – 28% - \$127M
- #1 in Services growth in segment (FY01) – 41%, \$11M
- Peer Mentor Award 1999
- +/- 5% Forecast Accuracy across all geographies

*Corporate Account Executive (August 1994 – June 1999)*

**Directly responsible for Fortune 1000 account in the Atlanta and Florida marketplace and all sales activities for assigned accounts.**

- Achieved 40% growth and 130% attainment in first year in Tampa (FY99), \$47M
- Promoted three times in five years
- Sold first enterprise licensing programs to 5 accounts in year one
- 50% growth in revenue in FY97
- Sold first enterprise strategy consultant in the US

5/1/1993 –  
6/1/1994

*National Account Executive, Majure Data (Custom Software Developer)*

- Hired by owner of the company to take customer warehouse management software business from \$2M to \$10M.

5/1/1992 –  
4/1/1993

*Regional Sales Representative, LXE Corporation (Wireless Data Collection)*

- Sold \$1.9M in first nine months
- Rookie of the year award

6/1/1985 –  
4/1/1992

*Business Products Center Manager, Tandy Corporation/Grid Systems*

**Complete responsibility for computer retail location and outside selling organization. Managed two managers responsible for the retail operations and staff as well as an outside sales manager developing our enterprise customer segment. \$40M annual business that included retail, outside sales and repair facility and all P&L aspects**

