

Transformative Vice President of Sales Strategy

Driving Revenue Growth & Market Expansion via Strategic Planning, Data-Driven Insights, and Innovative Sales Execution

Visionary sales executive with extensive experience achieving business objectives and setting short and long-term strategies. Leverage data-driven insights to optimize sales processes and operational efficiency to maximize revenue generation.

Growth catalyst, specializing in creating and executing plans at strategic and tactical levels. Advocate for emerging leaders, combining solution-oriented approaches with resilient attitudes to thrive in fast-paced, dynamic environments.

Inspiring sales leader / coach skilled at developing high-performing teams that drive revenue growth across all channels. Deliver impactful enablement programs that ignite individual potential and foster a culture of collaborative innovation.

Master communicator adept at crafting compelling presentations and training that resonate with diverse audiences. Integrate storytelling with adult learning principles to maximize engagement, understanding, knowledge retention, and results.

Career Highlights:

- **Spearheaded the development and delivery of Change Management workshops** for all employee levels in groups of up to 150, driving effective organizational adaptation across multiple companies since 2013.
- **Directed the 2-year data-centric transformation at MarginEdge**, shifting sales culture from self-generated leads to focus on lead nurturing. Increased overall win rates by 3.5%, paving the way for a more profitable sales model.
- **Revolutionized sales enablement and set corporate standards at Groupon with a Data Delivery strategy**, slashing ramp time by 20% and boosting retention by 15%. Replicated success with similar models at *Skai* and *MarginEdge*.
- **Launched MarginEdge's sales development program**, using data-powered analysis to identify significant ROI potential. Empowered team to exceed discovery hold rates by 10%+ and triple outbound efficiency, driving sales realignment.
- **Championed Skai's DEI initiative**, fostering inclusion through panel discussions, external partnerships, live training, and "Community Conversations." Led the subsequent formation of a successful Wellness Committee.

Areas of Expertise: Sales and Sales Enablement Leadership | Sales Data Analysis & Strategy | Sales Training & Coaching | Sales Process Optimization | Pipeline Management | New Hire Onboarding | Coaching Implementation | Performance Improvement | Change Management | Training Program Innovation | Train-the-Trainer | Leadership Development | Talent Management | DEI Initiative Leadership | Mentorship / Apprenticeship Program Design | Merrill-Wilson Four Communication Styles | StrengthsFinder | GROW Coaching Method | Adult Learning Theory

Professional Experience

VP Sales Strategy

November 2021 — Present

MarginEdge | Remote

Restaurant management software company serving the US and Canada. | \$18M annual recurring revenue (ARR)

Built and managed scalable training and sales operations from scratch at a high-growth startup. Led sales development representative program, sales enablement, and data analysis, exceeding KPIs across departments. Reported directly to the CEO and aligned cross-functionally with executive leadership.

- **Resource Allocation Optimization:** Examined sales metrics to identify cost disparities among tenured reps. Achieved a 20% increase in lead generation efficiency compared to self-sourced deals by implementing data-driven strategies.
 - Nurtured warm leads (resulting in 5x higher win rates), restricted personal network selling for ramping reps while encouraging it for tenured reps (resulting in 68% win rates), and emphasized lead gen pipeline prioritization.
- **Stall Rate Reduction:** Implemented analytics-driven interventions in Salesforce with early warning systems and standardized onboarding processes, cutting stall rates from 10.5% to 7.2% in Q1 2024, saving ~\$560K in potential losses.
- **Accelerated Level One Reps:** Slashed ramp time by 22% with a focused graduate training program. Instituted monthly curricula with scored call submissions, intensive training, and customized enablement.
 - Structured, iterative development rapidly accelerated productivity.

- **Coaching Implementation:** Reduced need for rep Performance Improvement Plans (PIPs) by executing individualized coaching focused on targeted learning and development, decreasing PIPs by 78% (9 per year to just 2 since Q123).
- **Sales Recovery:** Averted potential Q1 shortfall through a proactive lead recovery strategy, boosting sales pace by 24% (from 72% to 96%) and securing 44+ deals.
- **Promotion Plans:** Initiated tailored rep promotion strategies to address skill gaps, requiring enhanced manager-rep follow-through, leading to accelerated coaching plans for rep growth.
- **Performance Improvement:** Enhanced objection handling skills via monthly workshops, utilizing Gong data to identify and address challenging objections, increasing inbound discovery rates from 33% to 41% over 6 months.

Global Senior Manager, Sales Enablement
Skai (formerly Kenshoo) | Chicago, IL

March 2020 — November 2021

Digital marketing optimization SaaS company. | \$120M ARR

Established a global sales enablement program from scratch, including onboarding and ongoing education for 4 international locations. Managed 2 specialists to implement program across LATAM, EMEA, and APAC regions. Collaborated with key stakeholders on strategy, designed training programs, and established a comprehensive learning cadence for all company departments.

- **Sales Training Success:** Developed and implemented a comprehensive new hire training program with zero attrition in the first 12 months, a 20% reduction in Time to Performance (TTP), and a 98% positive satisfaction score among participants.
- **Sales Skill Enhancement:** Developed ongoing sales training with pre / post testing, adapting content based on rep feedback and performance metrics to continuously enhance sales skills.
- **DEI Initiative Launch:** Spearheaded the creation and rollout of a DEI program, leveraging external expertise, internal collaboration, and monthly workshops, culminating in integrating Skai's "DE&I Commitment" on company website.
- **Mentorship Program Development:** Launched a high-impact mentor program, boosting mentee satisfaction (100%) and mentor engagement (90%), leading to company-wide adoption for all new hires.

Sales Enablement Manager
Groupon | Chicago, IL

November 2018 — March 2020

Leading global online marketplace for local and national discounts. | \$2B ARR

Led a comprehensive nationwide sales enablement program for 1200+ sales development representatives (SDRs), building high-performing teams in Chicago and Phoenix. Partnered with leadership to craft strategic training, driving employee growth and conversion improvements.

- **Skills Upscaling:** Built, implemented, and managed an empirical, skill-gap-focused continued education program that complemented manager objectives and extended learning beyond new hire training.
 - Increased quota attainment by 16% and led to the adoption of mandatory attendance for all 1200 SDRs.
- **Training Enhancement:** Introduced a Data To Delivery program, leveraging sales data to tailor and refine training initiatives, transforming the training culture at Groupon and subsequent organizations.
- **Streamlined Change Management:** Established a collaborative GTM process with Product, featuring regular information sharing and monthly training sessions.
 - Improved rep understanding of new product features from 65% to 91% after 3 months, according to rep surveys.

National Sales Training Manager
StoneMor Partners | Philadelphia, PA

December 2015 — November 2018

Provides cemetery and funeral home products and services. | \$324M ARR

Spearheaded the national rollout of a revamped sales training program across all US territories. Onboarded and managed 8 national sales trainers, conducted performance reviews, and trained area sales leadership. Led weekly trainer meetings and participated in company leadership discussions on enablement projects.

- **Talent Management:** Built a high-performing sales training team, achieving an 87.5% retention rate over 2 years through a comprehensive onboarding and development program.

- **Training Program:** Launched a data-driven, Sandler sales process-based continued education program, boosting rep referral rates by over 1400% (from 1.5 to 22 per deal) within 3 months.
- **CRM Rollout:** Directed company's first-ever CRM implementation, including training for managers and reps, resulting in a transition from manual data management to a centralized sales data warehouse.
 - Reduced average time to close deals by 10% after CRM implementation.

Corporate Training Manager; Dovenmuehle Mortgage**August 2013 — December 2015****Dovenmuehle Mortgage, Inc. | Lake Zurich, IL***Mortgage sub servicing company. | \$559M ARR*

Led a 16-member team in diverse roles to create and implement training programs for national audiences. Oversaw performance through coaching, conducted reviews, and collaborated with leadership on training needs and leadership development. Also served on the Retention Committee.

- **Leadership Development Program (LDP):** Launched a comprehensive LDP for 250 leaders company-wide, achieving a 44% completion rate and a 50% reduction in manager complaint cards (department tracking metric).
- **Train-the-Trainer (TTT):** Established a multi-tiered TTT program, ensuring 100% class coverage through primary, secondary, and tertiary trainer certifications for all training areas.

Adjunct Instructor**August 2006 — January 2016****College of Lake County | Grayslake, IL***Accredited public community college.*

Created dynamic learning environments in English, Business, and Technical Communications. Pioneered engaging instructional methods, including flipped classrooms and self-guided learning, to foster creativity, collaboration, and student success.

Education**MA, Adult Education (Adult Learning Theory),** National-Louis University, Chicago, IL**BA, Applied Behavioral Science,** National-Louis University, Chicago, IL**AA, Mathematics,** College of Lake County, Grayslake, IL**Additional Information**

- Certifications:** MEDDIC Training, 2020 | Sandler Sales Training, 2019 | LSP (Lego Serious Play), 2014 | Certified Expert - Technical Communications Program - The College of Lake County, 2006 | NFHS Baseball Coach
- Training:** Project Management, College of Lake County | Salesforce Basics, Salesforce Trailhead
- Board:** Board Member, Technical Communications Program, College of Lake County, IL, 2020 – Present
- Volunteering:** Volunteer and Grant Writer, Lending Garage Coordinator: Riddick's Ride, 2016 – Present | Volunteer, mentor, and coach: Junior Achievement of Chicago, 2014 – 2017
- Speaking:** Lessonly Fellowship Conference Guest Speaker - Miscellaneous Category – “Confidence or Arrogance?” 2021 / Llama Nation speaker (sales, communication, instructional design), 2020, 2021, and 2022
- Software:** Google Suite | Salesforce | Gong | Outreach | Atrium | Lessonly (LMS) | Lego Serious Play (LSP) | MatterMost | Slack | Blackboard | TechSmith Camtasia (video editing)