

# JOHN WIGBOLDUS

SENIOR SALES LEADER | VP SALES | CHIEF REVENUE OFFICER

Growth-driven sales executive with a track record of transforming go-to-market strategies, scaling recurring revenue, and leading global teams for SaaS, telecom, and infrastructure technology companies. Over two decades of experience spanning enterprise sales, channel development, and revenue operations. Specializing in Challenger sales methodology, GTM design, AI adoption in sales processes, and partner-led growth through MSPs, CSPs, and OEMs.

## Core Competencies

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|--|---------------------------------|
| • Sales Leadership & GTM Strategy      | • Compensation & Quota Planning |
| • SaaS / AI / UCaaS / VoIP / PaaS      | • Partner Ecosystem Development |
| • Revenue Operations & Forecasting     | • Sales Enablement & Coaching   |
| • Enterprise & Channel Sales Execution | • Challenger Selling            |
| • Sales Process Design & Playbooks     | • AI Tools and Custom GPTs      |

## Professional Experience

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### Outside Insights Business Consulting February 2022 to present

Contracted fractional engagements primarily oriented around the business of MSPs and CSPs. Key strength in identifying market fit and value propositions. Implement changes to pivot and drive growth and profitability through Sales, Business Development, Marketing, Product and Operations.

- **P2P Labs** (June 2024 – present- fractional)
  - Product, Business Development and Sales focused on launching sales channels and partner ecosystem for P2P Labs newly launched PaaS services targeting MSPs and CSPs.
- **Greenstar Marketing** (June 2024 – December 2024-fractional)
  - P2P affiliate company focused on the delivery of marketing resources to MSPs and CSPs.
- **Robson Inc.** – (October 2023-July 2024-fractional)
  - Revised Sales strategy to focus on channel sales of IaaS/PaaS services through MSPs.
- **TechConnect** - Wireless infrastructure (August 2023-July 2024-fractional)
  - Business Development focused on Private 4G/5G deployments in Canada
- **Turnium Technology Group Inc.** (May 2022 to May 2023-full time)
  - Restructured the sales organization, processes, compensation plans and revised key sales and product messaging targeting MSPs to focus on scalable growth if SD-WAN software
- **Colony Networks-** (Feb 2022-May 2022-fractional)
  - Reviewed business and delivered a tactical plan targeting MSPs and telecom-oriented service providers.

### Senior Vice President, Sales

#### Rise People • 2021 – 2022

Owned full sales lifecycle for HRIS SaaS platform across Canada.

- Increased sales 250% within 6 months via improved onboarding, KPIs, and AE/SDR productivity.
- Improved MQL-to-SQL conversion and built data-driven team structure.

### SVP Global Sales / SVP Sales Americas

#### CounterPath (Acquired by Alianza) • Nov 2016 – May 2021

Led global sales during transition from OEM model to SaaS/UCaaS.

- 900% SaaS revenue growth, 23% YoY increase in FY21.
- Delivered first-ever profitable quarters and reduced costs by 16%.
- Secured major wins with Honeywell, AT&T, TELUS, Comcast, and 8x8.

#### *Vice President, Sales and Service*

##### **Icron Technologies (Acquired by Maxim Integrated) • 2014 – 2016**

Directed \$31M sales org serving industrial, medical, and AV markets.

- Surpassed targets in FY15/FY16; opened new verticals and expanded global channels.
- Landed enterprise accounts: Siemens, Philips, Extron, Toshiba, Crestron.

#### *Manager, Specialist Sales*

##### **Allstream (Acquired by Zayo) • 2013 – 2014**

Rebuilt Western Canada Value-Added Services team; hit 120% of plan.

- \$15M in new revenue + \$15M MRR portfolio growth.

#### *VP Sales – Americas*

##### **CounterPath • Feb 2011 – Jan 2013**

Led 6-person team selling VoIP/UC software to service providers and enterprise clients.

- Generated \$3.6M in FY12—25% of company-wide revenue.
- Closed key accounts with Verizon, Comcast, SaskTel, Citibank, Bosch, and Oracle.
- Transitioned team from reactive to proactive, ecosystem-based sales.

### **Early Career Highlights**

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- *VP Sales – SUTUS Inc.*: Built and launched SMB-focused channel program for a new all-in-one IT appliance; raised \$18M in capital as member of executive team.
- *Co-Founder, VP Sales – Adzilla*: Scaled localization AdTech network via ISP partnerships in Canada and the USA; acquired by Conduive.
- *VP Sales – Voyus*: Turned around MSP business; increased MRR 350% in 12 months.
- *Sales Director – MetroNet / AT&T Canada*: Led BC to top national sales performance; added \$12M ARR. Multiple awards for performance earned.

### **Education and Training**

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- **University of British Columbia** – BA, Economic Geography
- **BC Institute of Technology** – Marketing Management
- **AI Operator** – AI-First Mindset Training
- **Acclivus / SPIN / Challenger Sale** – Sales & Negotiation Training

### **Additional Information**

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- Founder of **WiggedOut Music**, a platform supporting emerging artists through content, strategy, and AI-powered fan engagement. [www.wiggedoutmusic.com](http://www.wiggedoutmusic.com)