

VICE PRESIDENT OF SALES | CHIEF REVENUE OFFICER

Career marked by accelerating multimillion-dollar sales growth and orchestrating successful turnarounds in challenging, competitive markets. Solid history of enabling sales, gaining competitive advantages, increasing market share, and aligning products with Fortune customer needs for sustainable, profitable growth. Demonstrated talent in building, leading, and coaching high-performing sales teams of up to 75+ people. Known for authentic leadership that engages all stakeholders, cultivates collaborations, and fosters loyalty among customers and staff alike.

- **Recruited to drive a very successful turnaround and continued YoY revenue growth at RED Digital Cinema.**
- **Launched new global distribution channels to increase revenue and operational efficiencies at RED Digital Cinema.**
- **Grew Americas software and services sales from \$600K to \$10M over a four-year period at DTS Inc. (Xperi)**
- **Propelled European sales team from barely \$600K to \$2.5M+ annual in 2 years at DTS Inc. (Xperi)**
- **Closed multimillion-dollar contracts with HP, Dell, Toshiba, Google, Best Buy, Apple, B&H, Sony and Vizio.**
- **More than tripled key product sales at ViewSonic from \$18M to \$65M in three years.**

AREAS OF EXPERTISE

Global Sales Operations | Channel Sales & Marketing | Direct & Reseller Sales (IT & CE) | Software Sales
Manufacturer Rep Management | Sales Enablement | CRM Management | Enterprise Solution Sales
Retail & Distribution Sales | Education, Government & Commercial Sector Sales | Team Building & Leadership
Cloud & Managed Services Sales | Network Security Solutions Sales | Startup & Turnaround Sales

EXPERIENCE & ACHIEVEMENTS

RED DIGITAL CINEMA – *Leading global manufacturer of professional video solutions* September 2015-Present

Vice President of Global Sales

Lead business development initiatives to grow global revenue through direct, channel, U.S. retail, and OEM/IP licensing sales initiatives. Hold full P&L responsibility for business with 75 sales executives in six locations across the Americas, Europe, APAC, and China. Collaborate with finance, production, and marketing to align business plan for maximum top-bottom-line growth. Manage strategic planning, forecasting, and go-to-market strategy for new products. Direct sales operations, channel management, inside / outside sales, customer service and general management of international offices.

- **Drove double-digit turnaround of \$150M+ global business** by restructuring sales team and hiring leadership talent to grow business in Europe, China, and the Americas; double digit YoY revenue growth each of the last three years.
- **Transformed engineer-driven organization into strong sales and marketing company** by working cross-functionally with marketing, production, and finance teams. Eliminated silos and opened communication channels.
- **Created worldwide channel of 100+ dealers** that now support 60% of company's total annual revenue. Onboarded top dealers including B&H, CVP, Abel and Apple. Signed on 2 regional distributors to expand global reach in 2018.
- **Boosted profit margins to attain longest streak of profitable monthly growth in company history** by building efficient sales channel, consolidating ten offices into six locations worldwide, and collaborating with finance, production, and sales operations. Created OEM & Software businesses to dramatically increase profitability.
- **Doubled business in China market from \$6M+ to \$12M** by opening sales and service office in Beijing. Recruited Chinese national with credible reputation for trustworthy operational leadership.

XPERI CORPORATION (formerly DTS, INC.) – *Publicly traded audio software solutions company* July 2008-August 2015

Vice President of Sales, Americas and Europe | July 2012-August 2015

Promoted and joined new executive leadership team following DTS acquisition of SRS Labs. Drove sales efforts to meet \$30M+ annual quota for company's fastest growing regions worldwide, the Americas and Europe. Led two teams of 12 senior sales directors to close major design wins.

- **Achieved double-digit YoY growth for four consecutive years** by selling into large global accounts, including HP, Vizio, Samsung, LG, Dell, Lenovo, Motorola, Google, Polk, Sony, Dish, and Comcast.

- **Maximized sales team performance** by introducing and securing executive / Board approval for new sales commission plan that incentivized sales team.
- **Ensured superior customer satisfaction** by developing and managing key customer relationships and participating in closing opportunities.
- **Built high level of trust with new executive leadership**, management, and staff as key executive member of the acquisition and integration team.

Regional Sales Director, Americas and Europe | July 2008-July 2012

Recruited to turnaround and grow previously stagnant sales organization. Held full P&L responsibility for business in the Americas, Asia, and Europe. Led sales, marketing, and engineering teams to win / manage software licensing partnerships with large and Fortune customers. Negotiated contracts in excess of \$3M+. Delivered Board presentations.

- **Transformed European sales team** from under \$600K in revenue to \$2.5M in 2012 sales – **316%+ growth** in two years.
- **Led Americas team to achieve breakthrough 1,566% growth** from \$600K to \$10M over four-year period.
- **Built, coached, and directed sales teams of proven hunters** to target large global accounts with the worlds' largest PC, mobile, automotive, and consumer electronics (CE) manufacturers.
- **Elevated company's strategic position** by championing team approach to building relationships and winning deals. Personally built and strengthened executive-level relationships with key global customers.
- **Delivered right solution to each partner** by leveraging detailed understanding of CE design cycle, implementation, and supply chain process.
- **Named key executive for acquisition and integration team** during DTS acquisition of SRS Labs as the only one of 150 SRS Labs' managers selected.

GIGAFIN NETWORKS, INC. – *VC-funded tech start-up*

June 2007-June 2008

Director of Sales, US and Europe

Recruited to create channel partner program and seed sales activities for product line of network analysis, optimization, and network security solutions for early stage Silicon Valley start-up. Targeted education, federal government, and commercial enterprise customers. Led team of two direct sales reps, two engineers, and one marketer.

- **Achieved 103% of North America and Europe sales quotas** on average by building relationships with channel partners. **Recruited 175+ new partners** in one year. VC funding dried up after 1 year.

AMERIVault, INC. – *VC-funded start-up managed services provider backup & DR*

January 2006-June 2007

Regional Vice President

Directed Eastern Regional Sales Office to target enterprise, educational, financial, legal, and government clients. Built and led five-person sales team. Managed \$2M+ annual P&L; oversaw human resources and marketing. Company acquired.

- **Delivered 110% of branch quota** with \$2M in 2006 revenue; on track to exceed \$3M in 2007.

SAMSUNG ELECTRONICS, INC. – *South Korean multinational electronics company*

January 2005-January 2006

Senior Business Development Manager

Recruited to grow solution sales with enterprise, federal, state, and educational institutions in Eastern region. Led direct, manufacturer rep, and channel sales. Assessed partner needs, defined requirements, and aligned contracts with business goals.

- **Grew regional sales 63%** from \$22M to \$35M in one year; consistently exceeded quota for new business deals.

EARLY CAREER

Senior Business Development Manager | VIEWSONIC, CORP. | *Grew sales 260% from \$18M to \$65M in three years.*

Account Executive | NETWORK ASSOCIATES, INC. | *Won President's Club award twice.*

EDUCATION

JOHN HOPKINS UNIVERSITY | **Certificate Program, Telecommunications and Information Technology (18 hours)**

COLLEGE OF CHARLESTON | **Bachelor of Science (BS) in Business Administration**

VANCE CAESAR SENIOR EXECUTIVE LEADERSHIP PROGRAM | **Ongoing 72hrs+ per year**

DALE CARNEGIE LEADERSHIP TRAINING | **Certificate**

VALUE SELLING FRAMEWORK | **Certificate**