

# Who is Eric Coffey?

1. Results-driven leader, highly accomplished in sales, sales operations, strategy, and GTM planning.
2. Strategic thinker, innovator & and team builder adept at developing high-performing teams.
3. Thrives in ambiguity and when cross-discipline expertise and thought leadership are required.

## Delivers Results

- ✓ Reinvigorated underperforming US Mid-Market segment, grew revenue +55% in 3 years (\$1.5B to \$2.3B), improved OpInc
- ✓ Exceeded quota 48 of 53 quarters in sales
- ✓ 7x Circle of Excellence annual trip winner
- ✓ 7x Presidents Award winner

## Inside Sales Expertise

- ✓ Repeatable models
- ✓ Transactional, Relationship and Acquisition
- ✓ KPI and BMS rigor
- ✓ Integrated Sales & Marketing GTM



**Eric Coffey**

*Dell Technologies  
Global Sales, Strategy Executive  
Nashville TN, 2001-present*

A transformational leader with  
success scaling operations  
and driving profitability  
across diverse markets.

## Inspirational Leader

- ✓ Success leading large sales orgs (up to 800)  
Top 5% in culture & trust (annual survey)
- ✓ Diverse, Inclusive team builder: intentional mix of demographics, experiences, and skills to assemble a differentiated world-class team
- ✓ Value real-time coaching & development

## Versatile Experience

- ✓ Sales, Ops, Strategy, Planning & GTM
- ✓ Inside, Field & Technical Sales
- ✓ Regional & Global Leadership
- ✓ SB, MB & Commercial experience
- ✓ Business Insights & Analytics

# ERIC COFFEY | SENIOR VICE PRESIDENT, SALES

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## PROFESSIONAL SUMMARY

**A transformational leader with success scaling operations and driving profitability across diverse markets.**

Results-driven leader, highly accomplished in sales, sales operations, strategy, and GTM. World-class team builder with a strong track record of inspiring and motivating teams and recruiting and retaining key talent. Strategic thinker and innovator known for transforming underperforming businesses. Translates vision into action, builds data-driven organizations, thrives in ambiguity, and when cross-discipline expertise and thought leadership are required. Skilled at identifying critical business drivers and facing complex issues head-on, devising practical and straightforward solutions.

## AREAS OF EXPERTISE

- ✓ \$2B+ P&L Responsibility, Revenue Operations
- ✓ Business Transformation, Turn-around Strategies
- ✓ Scaling Integrated Sales + Marketing GTM
- ✓ Global, Large Org Leadership
- ✓ High performing team builder
- ✓ Business Intelligence, Data-Driven Teams
- ✓ Cross-functional, Matrix, Partner Relationships
- ✓ C-Suite Influence, Confidence Building

## KEY STRENGTHS

**Proven Track Record:** Multiple turnaround stories ex: reinvigorated under-performing US Midmarket segment, revenue +55% over 3 years (\$1.5B to \$2.3B) while also improving OpInc; Exceeded quota 48 of 53 quarters in sales; 1st Nashville employee promoted to VP at Dell; Garnered coveted President's Award 2x

**Large Org Leadership:** Success leading regional and global sales teams of up to 800 direct & 2,000 matrixed team members (inside, field, specialty) while maintaining Top 5% culture, trust, and engagement scores

**Inside Sales Expertise:** Deep experience with inside sales, esp. SMB segment. Thorough understanding of the integrated sales & marketing GTM needed to scale, customer needs, and repeatable rigor required to succeed

## EXPERIENCE

### Dell Technologies / Dell EMC

**2001 - Present**

#### Global Leader, Strategy & Sales Programs, Small Business (SB)

08/2020 – Present

\$1.25B annual rev across 13 countries | 120 direct, 1,500 matrixed team members | Report to SVP SB Global Sales

- ✓ Record revenue in 1st year, +27% y/y (market +4%). 2x revenue in 5 years, beating performance ambition
- **Foundation:** New role created to develop strategy and playbook for SB Infrastructure, a multibillion-dollar under-penetrated market. Revamped operating model, BMS, & KPIs. Transformed sales and marketing motion.
- **Team Building:** Hand-selected global team of diverse talent. Attracted high-caliber internal and external talent. Inspired high performance and loyalty and earned 100 eNPS. Coached, developed, and promoted 3 Directors.
- **Go To Market:** Transformed global GTM/RTM; strengthened Direct, Channel, and alternative RTM to drive growth. Partnered with GMs, developing an accelerated growth plan, outlining priorities, and developing BMS.

**Vice President & General Manager, Sales, US Mid-Market**

03/2016 - 08/2020

\$2.3B Revenue/yr | 800 direct, 2,000 matrix US team members | Report to President Americas Commercial Sales

- ✓ Grew revenue +55% over three years (\$1.5B to \$2.3B) while also improving OpInc
- ✓ Self-funded investment doubled the organization from 400 to 800; 2:1 ROI in year one, 4:1 over three years
- **Go to Market:** Launched fully integrated sales and marketing GTM with E2E BMS. Revamped sales coverage model and redefined the hiring profile/career path to align with the growing complexity of the market.
- **Sales Leadership:** ex. Built a new national field sales team focused solely on new buyers to complement a historically inside-only sales model. Leveraged analysis for GTM, strategic decision-making to deliver 4:1 ROI.
- **Operational Excellence:** Completely revamped BMS for integration and rigor needed across sales and marketing. Modernized tools and processes driving speed and efficiency in support of consistent execution.

**Nashville, TN - Executive Site Leader**

02/2015 - 08/2020

Selected to Nashville, TN leadership appointment (~2,000 employees) in parallel with VP GM Sales position

- ✓ Operating with high situational awareness, cultivated government and business relationships, deepened employee engagement, fostered favorable brand perception, and developed strategic staffing plans
- **Accountability:** PR, Community Outreach, Campaigns, Brand Perception and Messaging | Government Relations, Business Relations | Local Employee Relations, Talent Planning, Staffing

**Director, GTM Insights & Analytics, Strategy & Transformation**

02/2012 - 03/2016

Promoted to build out a new GTM strategy for North America Commercial Sales

- **Data-driven:** Created a data-first organization, analyzing revenue streams, pipeline adequacy, and market trends to support critical business decisions. Accelerated strategic decision-making, optimizing results

**Regional Sales Director, SMB**

02/2007 - 01/2012

Promoted to lead regional SMB sales and provide thought leadership for company-wide transformation efforts

- **Sales Growth:** Exceeded all growth targets, exponentially increasing sales in a down market. Achieved Top 5% leadership scores. Developed a lucrative pipeline by analyzing market trends to guide growth strategy

**EDUCATION**

**Bachelor of Science, Business Administration**  
Business Management & Marketing, CIS Minor  
University of Louisville

**COMMUNITY**

Board Member, True Life Sports

Youth Basketball Coach, Independent

Habitat for Humanity, Nashville Rescue Mission, Nashville Youth Basketball,  
Pencil Foundation, Room in the Inn, STARS, Youth Villages, YWCA Girls Inc.

# My Core Values

*"Great leaders are not the best at everything. They find people who are the best at different things and get them all on the same team."*

**WOODEN ON LEADERSHIP™**

**THE ART OF SUCCESS**

**PYRAMID OF SUCCESS**

**COMPETITIVE GREATNESS**  
"Perform at your best when your best is required. Your best is required each day."

**POISE**  
"Be yourself. Don't be thrown off by events whether good or bad."

**CONFIDENCE**  
"The strongest steel is well-founded self-belief. It is earned, not given."

**CONDITION**  
"Ability may get you to the top, but character keeps you there - mental, moral, and physical."

**SKILL**  
"What a leader learns after you've learned it all counts most of all."

**TEAM SPIRIT**  
"The star of the team is the team. 'We' supercedes 'me.'"

**SELF-CONTROL**  
"Control of your organization begins with control of yourself. Be disciplined."

**ALERTNESS**  
"Constantly be aware and observing. Always seek to improve yourself and the team."

**INITIATIVE**  
"Make a decision! Failure to act is often the biggest failure of all."

**INTENTNESS**  
"Stay the course. When thwarted try again; harder, smarter, Persevere relentlessly."

**INDUSTRIOUSNESS**  
"Success travels in the company of very hard work. There is no trick, no easy way."

**FRIENDSHIP**  
"Strive to build a team filled with camaraderie and respect: comrades-in-arms."

**LOYALTY**  
"Be true to yourself. Be true to those you lead."

**COOPERATION**  
"Have utmost concern for what's right rather than who's right."

**ENTHUSIASM**  
"Your energy and enjoyment, drive and dedication will stimulate and greatly inspire others."

**12 LESSONS IN LEADERSHIP**

1. Good Values Attract Good People
2. Love Is The Most Powerful Four-Letter Word
3. Call Yourself A Teacher
4. Emotion Is Your Enemy
5. It Takes 10 Hands To Make A Basket
6. Little Things Make Big Things Happen
7. Make Each Day Your Masterpiece
8. The Carrot Is Mightier Than A Stick
9. Make Greatness Attainable By All
10. Seek Significant Change
11. Don't Look At The Scoreboard
12. Adversity Is Your Asset

John Wooden, Head Coach

*Failure to prepare is preparing to fail*

*Don't mistake activity for achievement*

**ACHIEVEMENT**

True success comes only to an individual by self-satisfaction in knowing that you gave everything to become the very best that you are capable of.

**SUCCESS**

*Success is not a destination, it is a journey.*

*Leadership*

www.CoachJohnWooden.com

Politics:  
When people choose their words & actions based on how they want others to react rather than based on what they really think.