

# LEE HICKS

## Accelerating Growth in Organizations & Individuals



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Lee is a seasoned business leader with diverse experience across global public companies and private equity-backed technology and services organizations. His expertise spans general management, P&L, product management, marketing, business development, finance, operations, and sales. Over his career, Lee has gained deep knowledge in Merchant Services, Cybersecurity, Big Data, ERP, CRM, Healthcare Information Systems, Financial Technology, UCaaS, and M&A transactions.

As the Founder & Managing Partner of [Revenue One](#), Lee has dedicated over 20 years to helping more than 200 companies and positively impacting the lives of over 20,000 sales and marketing leaders. His industry-leading Guided Revenue Growth Methodology, [Winning Adaptive Sales](#), has provided valuable insights into over 1 million complex buying processes, driving more than \$20 billion in total contract value growth. Lee has also held key roles at global companies like SAP, Dun & Bradstreet, and Steelcase.

In 2007, Lee founded [C PORT Solutions](#), a Unified Collaboration & Telemedicine business acquired by Newell Rubbermaid in 2011 and rebranded as Rubbermaid Healthcare. Today, his telemedicine innovations continue to improve healthcare outcomes through [CAPSA Healthcare](#).

A cornerstone of Lee's success is his integration of the [Birkman Method](#), a leading behavioral and occupational assessment, into his practices. This approach has enabled him to build high-performing teams, coach individuals across all experience levels, and inspire people to unlock their full potential—always striving to ***make the best even better***. As a lifelong learner and an Amazon best-selling author in Sales & Marketing, Lee excels at leading resilient teams that thrive under pressure.

In 2016, Lee launched the [PathFinder](#) program, a life-guidance initiative designed to empower students, individuals, families, professionals, and organizations. By adapting the Birkman Method, PathFinder delivers science-backed clarity about interests, motivators, behaviors, and strengths. This program has helped countless individuals identify the right education path, career, or workplace, aligning their unique talents with their purpose-driven goals.

Lee earned his BBA in Finance from The University of Georgia. With a blend of corporate discipline and entrepreneurial innovation, he remains committed to transforming success into significance and inspiring others to live a ***"Yes You Can"*** life.