

CLIENT NAME

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CHIEF REVENUE OFFICER

Influential change agent providing strategic roadmaps to support core business growth plans, collaborating with global, interdisciplinary teams to bring products and services first-to-market. Establishes and scales global account programs for some of the largest brands in the world, crafting business plans which outline ROI and provide insights on the competitive landscape. Navigates M&A activity to ensure long-term, sustainable revenue growth and profitability while mitigating risk. Removes obstacles to success and prioritizes innovation, uniting teams with a shared vision and mission. Championed integration and transformation as CRO at SOFTWARE COMPANY NAME achieve the following:

- Played integral role in growing YOY revenue from \$30M to \$175M, through pre/post IPO and multiple M&As during tenure.
- Changed trajectory of shoppable media product line and tripled bookings to \$6M, driving 26% revenue growth rate to \$11.6M.
- Developed new partner program negotiating 100+ strategic deals worldwide, tripling revenue growth in four years.

PROFESSIONAL EXPERIENCE

NAME OF COMPANY – CITY, ST

Chief Revenue Officer	2021 – 2023
Vice President, Global Sales & Business Development	2017 – 2021
Vice President of Sales, Americas	2008 – 2017

Formulated strategic plans for driving revenue with major brands and retailers, leading 250 global team members selling eCommerce SaaS solutions to key accounts. Evolved through levels of increasing accountability to manage P&L budget across AMER, EMEA and APAC regions. Navigated team through challenges and change, inter-departmental conflicts, rules of engagement, performance improvement plans, restructuring and transition to virtual workforce during the COVID-19 crisis.

- Partnered with development to drive innovation and targeted go-to-market strategy of four distinct product lines.
- Managed strategic alliances and evaluated M&A opportunities, culminating with acquisition by CommerceHub in 2023.
- Partnered with stakeholders through successful acquisition and integration of Paris-based analytics company.
- Changed trajectory of product line in revenue decline, leading 2-year transformation with new product sales team.
- Created and sustained team cohesion with transparent leadership and employee recognition and rewards programs.

EARLY CAREER HIGHLIGHTS

Executive Partner | Name of Company: Provided strategy for business expansion and new client acquisition for company offering comprehensive portfolio management and automated software solutions. Opened new sales office in the United Kingdom, revamped marketing and branding approach and implemented new sales strategy to grow customer base.

Vice President of Sales | Name of Company: Hand-picked by CEO to help launch of US Operations for this European-based company later acquired by Oracle NetSuite. Grew from zero to multi-million-dollar business. Managed industry trade show presence and lead generation activities. Established key relationships with leading consulting companies, retailers and channel partners.

President | Name of Company: Founded consulting business focused on helping clients maximize brand presence across multiple channels. Secured key account with leading NY Healthcare provider and boosted sales by 10%. Identified product strategy for new revenue stream with California-based computing company. Successfully launched affiliate marketing business.

Senior Vice President, Product Development | Name of Company: Directed innovation for three product lines which generated \$180M in annual sales. Led global team of 70 people and launched 100+ new products/services in two years. Introduced global web-based training program. Directed due diligence effort yielding \$20M transfer of business.

General Manager, Professional Services | Name of Company: Accountable for \$100M division with team of 160 team members across North America. Revitalized brand post-acquisition and grew new sales from \$7M to \$9M YOY. Launched premier account program for top 250 clients, leading to improved renewal rates and significant growth. Modified pricing and packaging model, leading to acquisition of 2,300 customers in 18 months.

EDUCATION | COMMUNITY

Bachelor of Business Administration (BBA), Name of University

Project Leader, Builds & Renovation, Habitat for Humanity

Volunteer, The Food Bank, YMCA's Y Princesses

Soccer Coach, Capital Area Soccer League (CASL)