

ART SCHLOERB

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Senior Leadership | Strategic Sales & Business Development | Direct & Indirect/Channel Sales



Dedicated to Sales Success, Culture, Profitability, and the Client Experience.

EXECUTIVE PROFILE: Incredible track record of building/rebuilding, transforming, and leading winning Sales Teams focused on clients of all sizes across multiple industries from simple transactional business to highly complex sales and buying processes, contract negotiations, and solutions design. Strategic business development expert acclaimed for increasing the size of sales channels by 2-3x including Direct, Indirect, and Wholesale with the goal of building pipeline, improving win ratios, and maximizing both Revenue and Profitability. Core competencies include:

- Strategy Planning/Execution
- Team Building and Alignment
- Revenue Forecasting/Analytics
- Complex Deal Creation/Mgmt
- Problem Solving & Collaboration
- Rep/Team Coaching/Development
- Direct & Indirect Expertise
- Data-Driven Management
- Pipe Dev & Oppty Creation

Expertise: Hybrid/Multi-Cloud, Managed IT Services, ITSM, Pro Services, Consulting, Cyber Security, Digital Transformation, Telecom

Expertise Highlights:

Led both National and Global sales organizations with multi-faceted, cross-functional responsibility.

Built from scratch, transformed, and/or scaled multiple Sales Teams across several industries.

Developed successful Sales, Marketing, and Customer Success strategies resulting in additional REV & Profitability

Navigated complex sales cycles, partnerships, and contract negotiations with a strategic and consultative approach

CAREER SUCCESS

VMWARE – ACQUIRED BY BROADCOM

2023 TO 2024

Strategic & Partner Sales

Responsible for coordinating a Team of sales specialists, engineers, and inside sales reps. Revenue accountability for a base of Strategic and Global accounts with an emphasis on net new revenue and account growth while managing and growing Partner relationships. Fostered a highly collaborative environment focused on Partner sales, solving problems, and maximizing wallet share/adoption.

- **Exceeded initial revenue projections by 180%**, grew pipeline by over \$2M in new ARR within 90-days
- Created new/Expanded existing Partner relationships resulting in net **new Revenue opportunities and lead generation**

ENZU

2021 TO 2023

Early-Stage Start-Up: Private/Multi/Hybrid Cloud, Data Center, Managed IT Services, IaaS/PaaS, PS, Security, and Consulting

Vice President, Global Enterprise Sales

Responsible for all aspects of a cross-functional, multi-regional/multi-national Team of Direct and Indirect Sales professionals as well as Sales Engineering, BDRs, and the general Marketing strategy and execution. Built, from ground up, a sales structure focused on new Enterprise sales, an operational Channel Program, a targeted sales methodology, a lucrative comp plan to attract and retain top talent, and a structured Team approach to quickly build pipeline of qualified opportunities while driving profitability and revenue growth.

Key Takeaways from Role:

- Defined ideal customer profile (Right-to-Win space), core product offerings, messaging, and corporate **GTM strategy** including a new **Partner Program** resulting in **pipeline growth of nearly 10x** within first 180 days of launch.
- **Exceeded pipeline and revenue milestones** through an analytical and targeted sales approach focused on **Partner sales, alternate revenue streams**, targeted accounts in our **RTW space**.
- **Evolved Sales & Marketing strategies**, products, pricing, comp plans, and KPIs/OKRs to **align directly with key corporate outcomes** resulting in hiring of top talent, **immediate direct and partner activity**, improved opportunity quality/size.
- **Initiated several new strategic Sales & Marketing tools, resources, and strategies** that helped **immediately build brand awareness**, built critical corporate processes, a new CRM, and sales tools **that improved sales effectiveness and results**.

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WINDSTREAM ENTERPRISE

2018 TO 2021

GM/Vice President, Enterprise Sales (Revenue Accountability Leader)

Oversaw sales, team development, client satisfaction, and complete growth and success of the Region (total of 90-plus employees with 8 direct reports), including cross-functional, multi-regional Team leadership of direct sales, channel sales, account management, and sales engineering. Accountable for Client base of \$15+ million in monthly revenue, net-new REV targets and monthly retention targets. Managed budgets for headcount/salaries, sales/marketing activities, and T&E expenses and developed/maintained key client relationships that, ultimately, yielded additional net new REV and long-term renewals.

- Redeveloped regional focus, routes-to-revenue, and GTM strategy to align directly with company's new growth objectives, resulting in a **3x improvement in pipeline development and 30% revenue growth** in the first 6 months alone.
- Fostered up-market transformation, focusing on larger, more strategic managed Cloud/IT Services solutions in Right-To-Win space, which led to an **average deal size improvement of about 5x and up to 40% higher gross margins**.
- Consistently coached/developed all staff members, changed interviewing/onboarding process to ramp reps, and introduced new tools/resources that allowed Reps to **ramp 50% faster, improve time-to-revenue, and improve overall participation**.
- **Spearheaded a new Channel Integrated Sales approach** that was ultimately deployed companywide. This added **30-40% more opportunities each month** that were already beyond qualification stage and resulted in a **30% increase in ARR**.

TPX COMMUNICATIONS

2017 TO 2018

General Manager, Enterprise Sales

Guided and managed multiple, geographically distributed teams/leaders in developing and sustaining Direct and Indirect sales plans and tactics and advise customers and prospects with their technology roadmap. Guided performance on new revenue/logo generation, with focus on larger, enterprise clients (multi-site/product Retail and Healthcare). Partnered with sales representatives and clients to improve sales and development.

- **Transformed/Rebuilt multiple sales teams**, revised roadmaps, job descriptions/salaries to restore regional culture.
- Shifted focus upmarket and on managed services offerings, **increasing average sales size up to 10x of previous year**.
- **Initiated value/solution selling** approach focused on Managed Services, **improving pipeline by 60% and sales by 30%**.
- **Built first Sales SWAT team** focused on new revenue channels, **producing 20+ high-value opportunities in first 3 months**.

MILESTONE TECHNOLOGIES

2015 TO 2017

High-Growth, Established Start-Up: ITSM, Service Desk, Staffing, IaaS/PaaS, Managed IT Ops, PS, Security Solutions, and Consulting
Senior Director, Sales and Sales Operations, Enterprise & Global Sales

Led a Team of senior managed services sales professionals, sales specialists, and managers. Designed and implemented additional revenue streams and new logo acquisition strategy focused on hyper-growth, social media, content, and disruptive technology companies. Devised and oversaw implementation, direction, and management of GTM actions, and overall success for entire sales group (base/new logo). Built entire enterprise sales function from scratch and managed sales/sales operations and overall direction/growth of sales successes. Managed roughly \$80-\$100M in annual revenue.

- **Created new Partner programs** and alternate **revenue channels** with OEMs, MSPs/VARs/SIs, and Technology Consultants to multiple sales efforts, drive incremental pipeline development, and **exceed revenue/profitability goals by more than 140%**.
- **Produced new compensation initiative, grew staff by 3x**, revamped account modules, and redefined roles and quotas, enabling the **hiring of more senior and experienced sales professionals, resulting in higher revenue and GM deals**.
- Introduced targeted sales plans around **new revenue streams raising monthly REV by 36%** and bringing in **more net new logos in one year than the prior 3 years combined**.
- Established formal hardware practice, strategy, and team approach, **improving REV by 250% in six months** and helped **create a new sell-with motion** that drove new sales activity and revenue for multiple new partnerships.

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MILITARY SERVICE

CALIFORNIA STATE GUARD - Sacramento, CA || **Staff Sergeant (E6)/Non-Commissioned Officer – Role of First Sergeant**, 2011-Present
Security Forces Unit focused on incident support. Provide security services on and off base, assist with National Guard mission readiness, and additional key military activities throughout state, including natural disasters, homeland security and search/rescue response in emergency situations.

Teach, mentor, and supervise soldiers. Collaborate with National Guard, FEMA, DHS, and local authorities. Have built multiple Teams/Squads and quickly developed a deep level of trust and focus with each Service Member (SM).

As First Sergeant (1SG), I am the Senior NCO in charge of the Unit (NCOIC) with ultimate responsibility of the direction, training, mission readiness, military bearing, and professionalism of all SMs and NCO staff to carry out our duties and successful mission execution.

Maintain strong military values/bearing (both on and off duty) and foster a high degree of soldier care.

AFFILIATIONS

Clayton Business & Community Association (CBCA)

Oakhurst Country Club Ambassador Committee – Clayton, CA

Kings Valley Christian School (KVCS) – Volunteer, Fill-In Drummer, Donor

Clayton Valley Little League, Mount Diablo Soccer Association, Clayton Youth Football – Coach, Board Member, Donor