

BROCK MEYERS

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SENIOR SALES EXECUTIVE / GLOBAL VICE PRESIDENT / REGIONAL VICE PRESIDENT

Enterprise Software and Services Solutions

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- ☑ **Ambitious, highly-accomplished “profit conductor”** with 10+ years’ of demonstrated success developing new business, leveraging existing partnerships and selling enterprise software services solutions to universities and Fortune 5000 companies.
 - ☑ **Regarded as a expert “closer”** in the sales industry; frequently pulls from classical training in world class sales methodologies including Miller Heiman, Sandler, Solution and Complex to close on every call and in every conversation...consistently requested “go-to” person during high-stakes situations, where failure is not an option.
 - ☑ **Voice of the marketplace focus...** career hallmarked by ability to take client data, distill value proposition and translate vision to both IT and product marketing, resulting in new product packages that resonate in the community.
 - ☑ Proven performance in sales training strategy, with expertise defining and implementing cutting-edge training programs that increase **revenue forecasting predictability** and are regarded as the **“gold standard”** in sales force training initiatives.
 - ☑ **Talented leader** with an interactive, motivational, decisive management style... assertive, competitive, intuitive, and innovative— **an achiever of exceptional rather than expected results...** finely tuned service orientation and ability to make integrity and customer service prime differentiators in the market.
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EXECUTIVE SKILLS

New Business Development & Growth ▪ Sales Process Improvement
Staff Development & Promotion ▪ Leadership Development ▪ Organic Business Growth ▪ Thought Leadership
Strategic Business Planning & Execution ▪ Client Satisfaction & Allegiance
Sales & Marketing Strategy & Execution ▪ Competitive Market Intelligence

SENIOR MANAGEMENT EXPERIENCE AND ACHIEVEMENTS

VICE PRESIDENT OF GLOBAL SALES - SITEWORKS, INC., Baltimore, MD • 2007 - Present

Intelliworks is the leading provider of relationship management software for higher education, enabling programs and departments to strategically recruit, admit, and service a full range of prospects, applicants, students, and alumni.

Recruited to re-architect sales strategy from traditional “enterprise” client server solution selling model to a true web based, on-demand, software as a service to meet market demand. Invigorated sales team by defining vision and introduced new business development strategies, programs and tools to achieve it. Fully accountable for revenue performance and management of sales, business development across all global markets. Lead an account executive marketing team of 12 charged with market branding, positioning and client messaging. Report directly to the CEO.

- **Independently executed pilot “Inside Track” deployment deals with CIO’s and Presidents** at premier universities such as University of Pennsylvania and Northwestern University, enabling Intelliworks to leverage key wins and best practices in the subsequent **launch of an impressive nationwide campaign.**
- **Generated \$500,000 ancillary revenue stream through the development and build-out of global and domestic reseller and affiliate partnerships.** Researched international marketplace requirements and defined framework for selecting partners to build out, sell, implement and support product launch.
- **Drove team to build > 100 user license relationships** within the first 100 days of our new product release.
- **Exceeded all monthly and quarterly cross market revenue goals** from inception to implementation of new product release.

VICE PRESIDENT OF NORTH AMERICAN SALES – SMOOTHPR, INC. (1999 – 2006), Washington D.C. • 2003 - 2006

Founded in 1997 with a vision to enable educational innovations everywhere by connecting people and technology, SmoothPR is a leading provider of e-Education enterprise software applications and services.

Founding member of SmoothPR, Inc.; helped grow a 15 person e-Learning company with only \$1M in angel financing to > 1.5 billion in market cap valuation in < 10 years. Promoted to manage all operational aspects of three distinctive strategic North American markets.

- **Grew company from four employees in the US to 500 in 13 countries** by implementing turbo-charged recruiting, interviewing and hiring efforts from the ground up.
- Co-designed and **closed company record breaking deals totaling \$20M** with University of Texas, City University of New York, California State University System, and Mississippi Virtual Community College System.
- Mentored and coached team to the only **\$10M** quarter and **\$40M** new sale year of any division in company history.

- **Drove staggering revenue growth** in three critical segments:

	Corporate and Government	Higher Education	Commercial e-Learning
Revenue	\$5M to \$8M	\$40M to \$51M	\$3M to \$5.5
Growth	60%	27.5%	83%

- **Achieved a 20% increase in profitability** in first two quarters, by implementing, deploying and training the sales force in the Keith Eades “New Solution Selling” methodology.
- Transformed little known K-12 product into successful marketplace name by targeting aggressive, risk-taking Tier 1 universities, engaging them in a “pilot” program and building on the subsequent “best-practices” to launch a full marketplace attack, **growing revenue by 120% in just 12 months.**

DIRECTOR OF SALES, Higher Education and Commerce Division • 2000 - 2003

Promoted to develop an enterprise class sales strategy, methodology, and solution that built brand recognition and market presence in the U.S. Higher Education marketplace. Empowered and built a multi-functional, focused and loyal team of 10 client service account managers and 8-12 sales representatives that consistently generated higher-than-budget sales.

- **Exceeded \$50M sales quota target**, a contribution of greater than 45% of company’s total revenue targets, and maintained number #1 sales region status out of four regions.
- **Led division to more than \$60M** in total software and services sales within first year of management, which represented another company record.
- **Achieved impressive 98% customer retention rate** three years in a row by nurturing customer relationships, imposing accountability on field sales reps, and empowering team to provide “top-notch” account management support.
- **Catapulted quality of training** by defining and architecting the company’s first true sales training, territory planning, and certification program, widely considered a “gold-standard” within the sales force.

REGIONAL MANAGER – EASTERN REGION – US Higher Education and K12 • 1999 - 2000

SALES MANAGER - EASTERN REGION – US Higher Education • 1998 - 2000

Pioneered and seeded SmoothPR’s initial presence within the K12 marketplace that grew to a \$30M division 6 years later. Defined and executed Value Added Reseller alliances with companies such as SunMicrosystems, Veritas, Dell, and Compaq.

- **Effected a dramatic impact on SmoothPR’s training** by designing first sales training, certification program, curriculum standards and processes utilizing only internal SmoothPR’s e-Learning applications.
- Architected the first enterprise class services deal including portal services planning, e-business solutions planning and design, systems integration, supply chain management, course design and curriculum planning, and disaster recovery.
- **Created two \$MM dollar revenue deals with CUNY and eArmy U**, the largest software and services deals in company history.
- **Exceeded sales quota by \$750k, producing > \$1.25M (> 200% to plan) in first year.**
- Architected first 5 Premier University “Enterprise” class software license deals in company history, **generating in excess of \$10M.**
- Launched first ever executive CIO summit engaging thought leaders at premier universities nationwide (from such schools as NYU, Princeton, SUNY, CUNY, UPenn) and spurring senior level sponsorship within account base.
- Grew revenue and account base from **zero to > \$4M in total sales, renewals and 50 accounts in less than 24 months.**

HIGH SPEED SENIOR ACCOUNT EXECUTIVE, UUNET TECHNOLOGIES, INC., Fairfax, VA • 1998 – 1999

- **Established \$2.5M combined revenue relationships** with Xerox, Lycos and Sears, the 3 highest grossing national accounts in the company for fiscal years ’96 and ’97.
- **Averaged > 500% increase in revenues** for current accounts within the first 12 months.
- **Sustained 245% rolling monthly quota attainment** average for first year.
- **Ranked #1 out of 40 sales executives** during 7 out of 11 months of tenure.

EDUCATION & TRAINING

Bachelor of Arts in Economics • Michigan State University,

Graduate School of Business at the University of Chicago

Executive Education seminars in the following competencies:

Mergers and Acquisitions • Effective Sales Management • Advance Finance and P&L Management