

Vice President, Inside/Outside sales

Enabling the achievement of full business potential through comprehensive strategic direction and sales leadership.

Growth-focused executive with more than 20 years of experience devising and executing effective sales and marketing strategies to drive market impact, increase revenue growth, and outperform sales objectives in both outside and inside sales. Skilled in building and managing diverse sales teams to propel process improvements, bottom-line gains, and competitive advantages. Expert in Inside Sales and Call Center Management. Adept at identifying and isolating business challenges, as well as devising technical solutions to resolve issues. Elite communicator, able to build profitable, long-term strategic partnerships with key stakeholders, executives, and decision-makers to foster continuous growth.

Areas of Expertise

- Strategic Planning & Execution
- SaaS Sales Leader
- P&L Administration
- Revenue & Profit Growth
- Inside Sales
- Call Center management
- Go-to-Market Strategies
- Account Management
- Exceeding Sales Targets
- Five9 and Dialpad Expert
- Salesforce.com and PowerBI
- Customer Relationship Management
- Team Building & Leadership
- New Business Sales
- Incentive Schemes

Accomplishments

- Recognized for increasing double-digit YoY growth and securing a 98% client retention rate across the largest regions in the company with over \$60M in gross profit and 500+ clients, including over 90% of Fortune 100 companies.
- Enabled an EBITA profitability and 40% sales growth YoY by streamlining the restructuring of all service delivery models, product portfolios, and pricing, and go to market strategy.
- Delivered 600% sales growth for the Inside Sales team within 7 months.
- Increased client retention rate by 300%.

Career Experience

Vision Solar, Blackwood, NJ

2021 to 2022

Senior Director of Inside Sales, Nationwide

Inside Sales Leader for Vision Solar, one of the fastest growing solar energy companies in the United States with full-service renewable energy capabilities and solar services in Pennsylvania, Arizona, New Jersey, Massachusetts, Connecticut, Florida and Texas. Built and sustainably managed exponential business growth. Designed and implemented expansion plans for Inside Sales, Retention and Scheduling departments. Implemented a new efficient dialer system and lead management, built a Sales Call Center, Sales KPIs, Pipeline Cadence and Customer Management through effective utilization of Salesforce and multi system integration.

- Built and managed the team of 25 Inside Sales professionals, while maintaining Cost Per Acquisition (CPA) under the budgeted levels.
- Delivered 600% growth in solar sales/installations within 7 months, from 35 to 240 installations per month which equated to 50% of total company installations.
- Increased client retention rate by 300%.
- Implemented new dialer (Five9) and built integration with Salesforce which increased client base penetration levels.
- Increased productivity over 50% by restructuring Salesforce and pipeline management process and cadence.

International SOS, Philadelphia, PA

2004 to 2020

Vice President Sales - North-East and Mid-West, 2015 to 2020

Provided complete oversight and leadership remotely to high performing sales team of 25+ members with a keen focus on transforming the underperforming region into a consistently overachieving top sales organization. Led the development of all go-to-market strategies, including marketing/sales initiatives to uncover new business opportunities, while overseeing compensation plans, partner negotiations, RFPs, and customer retention. Employed a SaaS sales approach to propel business growth. Held accountability for budgeting, forecasting, P&L management, sales growth, and team development. Positioned and represented company services across multiple industries, such as financial services, IT, scholastic, biotech, pharma, aerospace and defense, manufacturing, and automotive.

- Facilitated comprehensive pipeline management methodologies that enhanced dependable sales team performances, as well as achieved 97 % compliance and forecast accuracy.
- Delivered 10%+ YoY regional growth through innovative go-to-market strategy.
- Maximized Staff retention by cultivating a healthy and collaborative environment.
- Restructured account management team and client engagement strategy, resulting in attaining 98% renewal rate.

Director- Industry Verticals, 2013 to 2015

Led and directed sales professionals to ensure exceptional client service and drive profitable growth across all market segments. Devised and implemented global client engagement and go to market strategies for each segment (IT, media, and entertainment, pharma, financial services, and automotive). Formulated appropriate marketing strategy and supervised the design of practical tools including user guides, help files, off-line/on-line demos, and website, sales presentations and RFP documents. Built and strengthened strong, long-term working relationships with industry leaders to propel business development.

- Attained 100% client retention and double-digit upsell growth for each segment.
- Produced double digit growth across markets by designing and executing global client engagement and go-to-market strategies for each segment.
- Delivered market plans that formalized Global client engagement, resulting in increasing +\$10M growth across industries.

International SOS, EMEA

Sales and Marketing Director, 2008 to 2013

Assumed key accountability for managing a team of 11 sales and marketing professionals during the 2008 financial crisis, focusing on building a sustainable client base to drive continued revenue growth. Traveled various countries across the world to develop relationships with intracompany key stakeholders up to CEO level.

- Restructured the business and delivery model which delivered 40% sales growth YoY and enabled EBITA profitability.
- Delivered 193% new business target in the first year.
- Diversified companies' client portfolio and brought over \$1mil in GP through acquisition of new market share.

Additional Experience

Business Development Manager | International SOS

FSA FLEX Exchange Program Coordinator | American Councils for International Education

Sales Manager | Garant-Victoria

Education

Master in Strategic Management

State Polytechnic University, Saint Petersburg

Bachelor in Tax and Finances

College of Finance and Economics, Saint Petersburg