

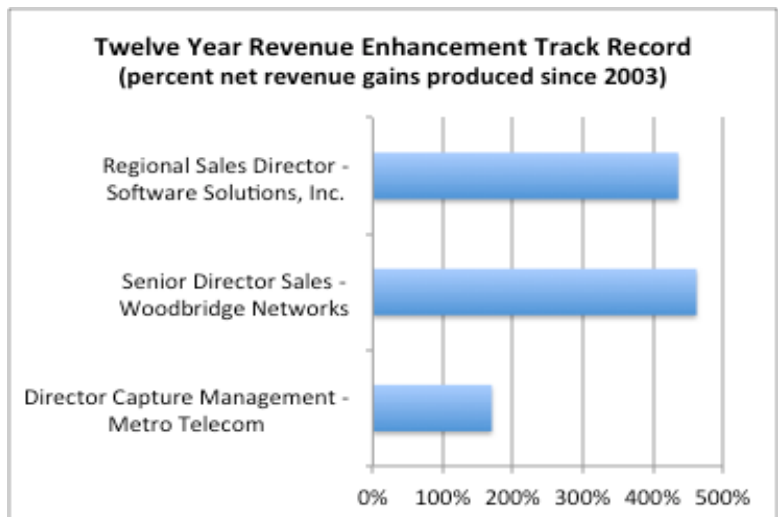
Richard Hanson

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Summary

Top performing Sales Executive who effectively delivers on vision and strategy when the financial stakes are high. Strengths in software and hardware sales management, competitive analysis, marketing, operations, and new business development of national and global corporate clients. Consistently achieves aggressive sales goals, exceeds quotas, and increases margins for technology sales.

- ✓ Global Enterprise Experience – Public Sector, Healthcare, Enterprise (Americas, EMEA, APAC).
- ✓ Business Development – Creates and execute sales plans with a go-to-market strategy, a competitive sales strategy, and a field blueprint for managing territory.
- ✓ Value Creation – Utilize a metrics driven approach to measure productivity. Continuously evolve KPIs to fit changing market conditions.



Professional Experience

Software Solutions, Inc. Los Angeles, CA

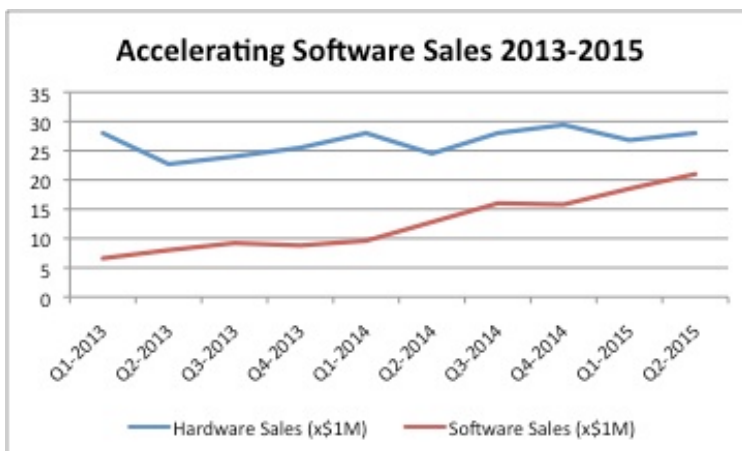
2013 – Present

Southeast Regional Sales Director – Large Institution – Enterprise, SLED, Healthcare

Sales Team: 23 IC selling into defined target segments of both existing and acquisition accounts

Revenue Targets: \$300M revenue target with \$120M+ margin contribution

Annual FTE Budget: \$12M, plus lobbying budget of \$750,000



Challenge: Lagging sales due to lack of discipline, standardized processes and core leadership in the sales management practice

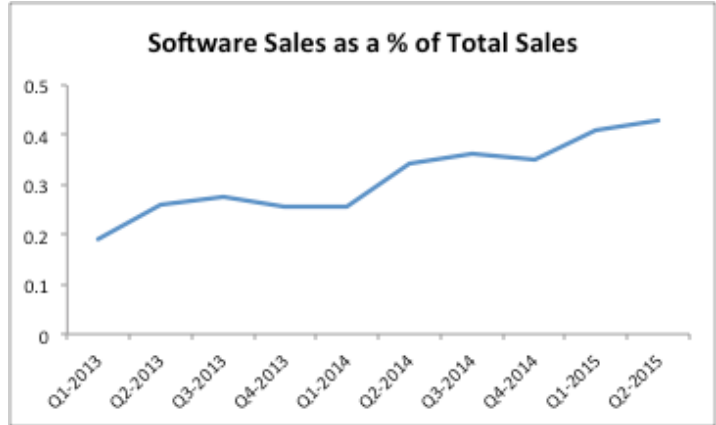
Strengths: Sales force recruitment and training, preparation of sales forecasts and demand estimates, establishment of sales force objectives and quotas, development of sales plans, budget management, evaluation of sales performance

Recruited to lead transformational changes to the sales management practice to improve the sales process, overhaul organizational

structures and drive productivity. Lead the development of channel strategies across verticals to align and develop customer success. Ensure forecasting discipline and oversee the development of key metrics for sales force automation and adoption of tools.

Accomplishments:

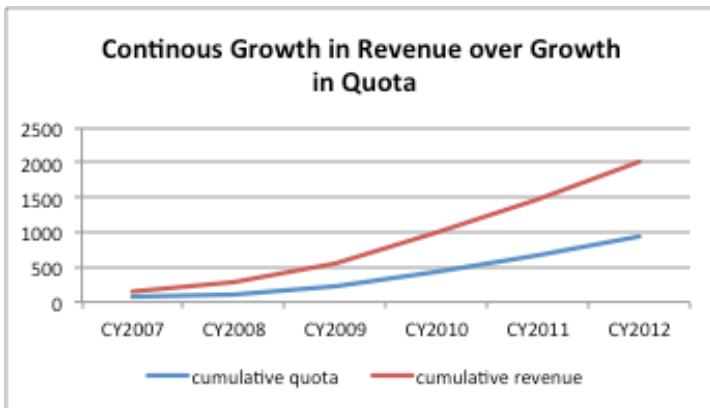
- ✓ As part of a corporate brand refresh, increased software sales to become a substantial portion of total sales.
- ✓ Grew channel revenue by 20% to \$28M with margin contribution of 45%.
- ✓ Increased productivity by 50% with margin contribution of \$2M+ per FTE.
- ✓ Expanded staff by 30% with relatively modest increases in FTE costs.
- ✓ KPI metrics results:
 - Forecast accuracy >95%
 - Pipeline growth to 4X quota
 - Top 20 accounts per FTE with Account Plans



Woodbridge Networks, Inc. Los Angeles CA

2007 - 2013

Sr. Director Sales - Public Sector/Enterprise 2011 - 2013



Sales Team: 6 front line managers, 7 IC direct reports and 40 indirect reports; sales engineers, channel partner managers, marketing and business development

Revenue Targets: \$495M for US Central Enterprise Region and Americas Public Sector vertical in Canada, State/Local/Education (SLED), and Caribbean/South American (CALA)

Annual FTE Budget: \$15M+, plus lobbying budget of \$1M

Challenge: Define and execute a robust set of metrics to manage the sales process.

Strengths: Key account management, revenue growth, sales management, budget Management

Created a metrics-driven sales methodology to drive growth in SLED verticals, with clear accountability and rewards directly tied to results. Used Salesforce.com to predict and plan the sales cycle from pipeline to closed sales, as well as to manage sales expectations organization-wide.

Accomplishments:

- ✓ Grew channel revenue by 45%; incremental margin increase of 15%.
- ✓ Increased FTE productivity as measured by margin contribution by factor of 15:1.
- ✓ Maintained an extremely high staff retention rate (98%), during 5 year period.
- ✓ KPI Metric results – SFDC accuracy 95%, Pipeline Sufficiency 5:1.
- ✓ Top performing region for 2012, Top VP of Sales for 2012.

Sr. Director Sales Southern Region 2009 - 2011

Sales Team: 3 front line managers, 4 IC direct reports and 20 indirect reports; sales engineers, channel partner managers, marketing, and business development.

Revenue Targets: \$315M for Southern Enterprise Region and US Public Sector vertical in Canada, SLED, Healthcare (payer), and Caribbean/South American (CALA).

Annual FTE Budget: \$8M+, plus lobbying budget of \$500K

Challenge: Recruit, develop and retain a highly effective sales team that meets or exceeds revenue targets.

Accomplishments:

- ✓ Top performing vertical 2010, 2011, 2012.
- ✓ Top sales leader 2012.

Director Worldwide Public Sector Marketing 2007 - 2009

Sales Team: 2 front line managers (EMEA & APAC), and 6 IC direct reports.

Market: Global Public Sector sales and channel strategy; government, higher education, and healthcare.

Challenges: Developed and executed a global Public Sector business strategy providing input for product enhancements, marketing analysis, channel strategy and go-to-market approach (direct/indirect). Established distribution/channel strategies for global partnerships (Ingram Micro, Westcon, Service Providers, etc.).

Strengths: Product marketing, branding and messaging; business strategies, go-to-market planning, contract negotiations for government and education sales, pricing strategies for multi-year contracts, awareness campaigns/speaking engagements.

Accomplishments:

- ✓ Expanded state/federal/education contracts by 50% over a two-year period.
- ✓ Grew channel revenue via inside sales to \$89M with YoY growth of 48%.
- ✓ Negotiated contracts for US Civilian (GSA), Indian Ministry of Defense, Canadian Government (NESS), Foreign Service (Australia, Canada, & New Zealand), State governments (WSCA, MICTA, CMAT); targeted contracts for first responders and security.
- ✓ Developed global Research and Education channel program focused on higher education with 20 completed projects in the US, Mexico, Canada, Brazil, Columbia, Australia, New Zealand, and China.
- ✓ Certified products for US government and NATO allies for common criteria, FIPS, and JTIC.

Metro Telecom, Los Angeles, CA – \$3B Global ISP & Telecommunication Firm **2003 – 2007**

Director Business Development Civilian Agencies – Front Line Management

- Federal and state capture responsibilities in Civilian, R&E, and DoD
- Focus on “sell through” program opportunities with key integrators across federal agencies
- Team responsibilities to define and map the maturation of business capture processes

Accomplishments:

- Closed \$1B+ in contract awards – NetWorx (\$1B), Internet2 (\$100M), State of Texas (\$25M).
- Expanded operating margins by 25% by developing pricing models across multiple product offerings.
- Turned around Public Sector business development teams with contract wins – State of Texas, Internet2, DOI, DOE, and WITS.
- Exceeded quota each year with top year attaining 159% of plan.

Bradley Communications, Los Angeles CA – \$500M+ Contact/Call Center Provider 1993 – 2003
Chief Technologist

- Federal CTO in major accounts for solutions and services
- Focus on “sell through” program opportunities with key integrators across defined industry verticals
- Lead technical proposal generation

Accomplishments:

- Lead Solution Architect on \$42M call center award for IRS & \$21M for SSA.
- Lead Solution Architect on \$5M VoIP solution for Navy.
- Received Top Sales Engineer in 2005 and 2006.

Education

Master of Science in Information Management – Loyola Marymount University December 1997

Bachelor of Science in Political Science - University of California, Los Angeles May 1986

Affiliations

- Board Member – Tech America Public Sector 2011 – 2013
- Healthcare Information Management Systems Society (HIMSS)

Development/Tool Training

- Shipley Capture Management
- Franklin Covey & Miller Hieman Sales Leadership Training
- Salesforce.com