



bio for **BRAD**

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I am a dynamic revenue and strategic go-to-market leader with over 20 years of unparalleled experience in hyper-growth Software-as-a-Service companies. Throughout my career, I've mastered guiding both startups and established enterprises, emphasizing sales, marketing, revenue operations, and business development.

I've had the privilege of holding pivotal roles at industry giants like Cendant, Max Digital, Mint, and eNett—a world leader in cloud-based payment management solutions. At eNett, with the support of an exceptional team, I steered the company to become one of the most successful private startup Fintech firms outside of North America.

Born in Minneapolis, I earned my degree in Economics from The Carlson School at the University of Minnesota. My professional journey took me to Europe for 18 years, enriching me with diverse experiences and granting me dual US and British citizenship. Today, I call Chicago my home, where I reside with my family.

One of my core strengths is accelerating revenue growth. I pride myself on my ability to teach others to achieve positive outcomes and consistently exceed targets, even in volatile global software environments. I've scaled revenue teams from startups with 10 employees and \$3M in revenue to established

businesses boasting over 55 employees and annual revenues surpassing \$50M.

My extensive international experience has been instrumental in leading global sales and go-to-market revenue teams. I've leveraged my expansive network to drive deals, forge lasting partnerships, and champion employee engagement and development. My career has seen me teams build from the ground up, launch groundbreaking products, and spearhead transformational strategies, always with an eye on crisis management and timely pivoting.

Leadership, to me, is about fostering growth at every level. I've consistently hired, coached, and led teams across various levels, ensuring they thrive and excel. My roles as a writer, speaker, and executive have cemented my reputation for creating winning cultures across diverse business terrains, understanding team dynamics intricately, and employing varied methodologies and assessment tools for growth coaching.

One of my most rewarding endeavors was spearheading a nascent business unit at Travelport, taking it from zero to a staggering \$200M. At MAX Digital, I championed the business, pushing it from \$12M to over \$40M, marking five years of consistent growth which culminated in a triumphant sale of the enterprise in 2020.

Above all, I'm deeply passionate about building and leading high-performance revenue teams in vibrant and entrepreneurial settings. My personal mantra has always been, Help others succeed, and you will succeed. My leadership approach is rooted in courage, introspection, and an unwavering commitment to driving change. I thrive in challenging environments, with a laser focus on innovation, disruption, and establishing defensible market dominance.

In me, companies find not just a revenue leader but a seasoned strategist, a growth coach, and an unyielding advocate for innovation and entrepreneurial spirit.

Throughout my career, I have exhibited an exceptional ability to scale revenue teams and enhance revenue generation across diverse sectors. I have grown revenues in startup tech companies from under \$3 million with teams of merely 10 employees to a remarkable over \$50 million annually with teams expanding beyond 55 employees. My handling of enterprise deals has been particularly noteworthy.

At FreedomPay, I was instrumental in acquiring key enterprise customers, including high-profile clients such as Case New Holland, the US Department of Homeland Security, and Humana. My leadership at Bastion Surety, a \$750M InsurTech joint venture, was pivotal in

escalating incremental software revenue to \$50 million ARR, engaging with major

corporations like AT&T, AON, British Airways, Philips, and Chase. A highlight of my tenure there was securing the company's first \$1M+ Annual Recurring Revenue (ARR) deal in North America.

My impact in the middle market segment is equally impressive. At Mint Technology Corp, I drove the expansion into the Middle East, successfully generating over \$8 million in revenue, targeting small to mid-sized businesses and mid-market clients. This move highlighted my skill in navigating complex business environments and scaling revenues in these specific market segments.

Over the course of my career, I have managed teams of varying sizes, adapting to the needs of each role and organization. For instance, at MAX Digital, I managed and expanded the Go-To-Market function, growing the team from

fewer than 8 employees to over 40 professionals, which led to a significant increase in revenue. In my role at a fintech

company, I successfully grew the enterprise sales team to more than 9 professionals, starting from a foundational team of 3 sales professionals, a growth marketing specialist, and a sales engineer. In another notable role, I initiated and managed Bastion Surety, leading a team that expanded from 2 to over 35 employees, achieving remarkable growth in revenue.

Additionally, while establishing SMS Magic's first U.S. headquarters, I orchestrated the growth of the enterprise sales team from a unit generating sub-\$12 million in revenue with fewer than nine employees to over \$50 million in revenue with a team of over 100 employees. The average size of teams I've managed has varied, ranging from small, focused groups of around 8-10 individuals to larger teams of over 40 professionals, and in some cases, over 100 employees in international divisions.

In terms of deal sizes and the length of time from contact to close, I have worked with a range of deal sizes, often depending on the nature of the product and the market. For instance, I led the team to successfully secure the company's first \$1M+ ARR deal in North America, setting a benchmark for future sales success.

At SMS Magic, as the first US VP of Sales, I grew and led the sales and pre-sales teams from \$12M ARR to \$20M ARR in just 18 months, involving navigating enterprise customers to map stakeholders, build champions, generate buy-in, and close deals with C-Level decision makers.

My early development of account strategies established a net new best case pipeline of \$1.8M ARR in only 2 months. At MAX Digital, as SVP Head of Revenue, I scaled the Go-To-Market team from \$12M ARR to \$36M in ARR, leading to \$6M of first year net new enterprise revenues. During this period, the software's ASP increased from \$6600 to \$14500 per install.

Overall, my career path clearly demonstrates my success in achieving substantial revenue growth and adept team scaling, both in middle market and enterprise sectors. My versatility and effectiveness in various business landscapes underline my status as a seasoned and successful revenue leader.

Company and Role Type

Below are some fundamental details that should clarify the type of companies I'm interested in, as well as the specific criteria I'm looking to meet. These foundational points will provide a better understanding of my target organizations and the boundaries I'm setting for my search.

After a strategic tenure at Salsify, where I played a pivotal role in negotiating and restructuring multi-million dollar contracts in preparation for the company's public offering, I embraced an opportunity to refine my focus and expertise.

During my time at Salsify, I undertook a tactical role as a Senior Global Account Executive, stepping temporarily away from my usual leadership positions to address a critical need within the company. Amidst significant organizational changes, including two major layoffs comprising around 20% of the workforce in the past 11 months, I opted for a severance during November's restructuring. This decision was a thoughtful step towards pursuing opportunities that fully leverage my sales leadership skills and align with my professional growth trajectory.

This role involved recalibrating significant

contracts with Fortune 100 clients, achieving a 3-5x increase in software pricing. This experience not only honed my negotiation skills, but also reaffirmed my capability to lead teams through complex and high-stakes situations.

Prior to Salsify, my career was marked by significant achievements in various sales leadership roles, where I led teams to achieve exponential growth and successfully scaled SaaS operations. My background is rich with experiences of driving hyper-growth in companies, crafting go-to-market strategies, and leading high-performing go-to-market revenue teams.

My objective is to find a company that values innovative sales strategies, dynamic leadership, and a proven track record of driving revenue growth - qualities that I have demonstrated consistently throughout my career. I am particularly interested in opportunities where I can lead a passionate and growth focused sales team, drawing on my experience to navigate and grow in today's fast-evolving tech landscape including:

Alignment with Growth and Innovation in

SaaS: I'm seeking a company with a strong focus on Software-as-a-Service, demonstrating a commitment to innovation and technology. This aligns with my expertise in driving growth in dynamic, tech-oriented environments. My extensive experience as a strategic leader in SaaS sales and revenue growth testifies to my ability to drive business in technology-driven environments. I have a background in leveraging tech advancements and innovative strategies for market expansion, and a SaaS-focused company would greatly benefit from my expertise, offering the right platform for me to apply my skills.

Financial Stability and Compensation

Structure: I need to ensure that the company has a sound financial base, offering stability and growth potential. The compensation package should be competitive, including a mix of base salary, commissions, and possibly

equity, aligning with my desire for both immediate and long-term financial rewards. My career progression demonstrates my understanding of the importance of robust business models for long-term success. I prefer a competitive compensation package, including equity or options, reflecting my desire for a role that rewards immediate contributions and provides long-term financial growth.

Global Reach and Diverse, Customer-Centric Culture: Given my extensive experience in diverse cultural and business environments, I prioritize companies with a global presence. The company should also have a customer-centric approach, valuing feedback, collaboration, and continuous learning, which resonates with my professional ethos. With my experience, a company with a global presence offers the ideal stage for my skills. My ability to understand and adapt to different market dynamics and customer needs is crucial, and my focus on customer-centric and feedback-oriented cultures aligns with my approach to building relationships and driving sales through understanding customer needs.

Entrepreneurial Environment with Leadership Opportunities: I am looking for a startup or scale-up environment, preferably under 1000 employees, where I can leverage my experience in leading and scaling teams. The company should value entrepreneurial agility and offer me significant opportunities for leadership and strategic influence. My career history shows a strong track record in leadership roles, particularly in startups or scale-up phases. My preference for a smaller, agile company environment underlines my desire to make impactful contributions and lead teams through significant growth phases. My skills in team development, mentorship, and scaling operations are well-suited to such dynamic and transformative settings.

Work-Life Integration and Location Preferences: While my primary preference is for a role based in Chicago, which offers a mix of on-site work (ideally at least 3 days a week) and travel opportunities (about 40% travel,

including 30% international), I am also open to remote opportunities and commutes. My ideal scenario involves a balance that suits both my lifestyle and professional effectiveness. Working with a Chicago-based company would allow me to utilize my midwest network and expertise, and the travel aspect would fulfill my desire for global engagement. However, I am adaptable and willing to consider remote work or commuting arrangements. This flexibility ensures that I can continue to deliver high performance professionally while effectively managing my personal commitments. **-end-**