

# BRAD J KRUSE

**Driving Hyper-Growth:** Scaling SaaS Enterprises & Crafting Go-To-Market Excellence | 20+ Years of Global Sales Leadership | Proven Track Record in SaaS Startups w/ Exits | Expertise in Fintech, Martech, HCM, DXP, CXP and Automotive  
[Website](#) | +1 (847) 894 0206 | bradkruser@gmail.com | Chicago, USA | [Linkedin Profile](#)

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## Seasoned Revenue Leader Driving Hyper-Growth in SaaS Enterprises Worldwide

- **Proven Leadership in High-Growth Tech Sectors:** Spearheaded diverse teams across Sales, Marketing, and Operations in dynamic SaaS environments, driving significant revenue growth and market expansion.
- **Strategic Visionary in Global Go-to-Market Initiatives:** Crafted and implemented innovative go-to-market strategies, significantly enhancing customer engagement and driving global market penetration.
- **Expert in C-Level Engagement and Investor Relations:** Proficient in presenting complex strategies and growth plans to boards, investors, and executive teams, ensuring alignment with corporate vision.
- **Dynamic Growth Architect:** Excelled in scaling high-performance teams and executing "land and expand" strategies, fostering long-term customer relationships and substantial revenue streams.
- **Financial and Operational Insight:** Demonstrated depth in P&L management, financial trend analysis, and driving operational efficiencies, contributing to the sustainable growth of enterprises.
- **Skilled Communicator and Relationship Builder:** Adept in fostering robust relationships, fostering team cohesion, and developing collaborative environments across diverse cultural landscapes.
- **Transformational Leader in Market Turnarounds:** Specialized in revitalizing business operations, steering teams through market expansions, and generating significant revenue growth in competitive sectors.
- **Exceptional Track Record in Enterprise Sales:** Consistently surpassed sales targets, demonstrated exceptional forecasting accuracy, and achieved remarkable quota attainment in enterprise-level engagements.
- **Collaborative Business Partner:** Worked closely with industry-leading peers, CEOs, VCs, and Board Members, contributing to the collective success and innovative outcomes of organizations.
- **Globally Versed Executive:** US/UK dual citizen with extensive experience in competitive software markets, demonstrating adaptability and cultural fluency across multiple international regions.

### Professional Experience

In January 2024, while on severance, I took a planned 6-month sabbatical to focus on personal care for my wife during her recovery from melanoma cancer. This period allowed me to prioritize family wellness while enhancing my resilience, adaptability, and caregiving skills.

**Salsify - (DXP, CXP, SCM Platform, pre-IPO, Series F; \$450M , TPG, Warburg Pincus, Venrock, Matrix)**

Founded in 2012, SaaS DXP scale-up is dedicated to empowering brands and retailers to thrive in the ever-evolving eCommerce landscape, pivotal to digital transformation. Recognizing the consumer-led paradigm shift in shopping habits, integrate AI, data workflows, and Enterprise Web Technologies and Content Management Systems (CMS) to transform brand marketing and commerce into a seamless, customer-centric experience. Company mission is to navigate and harness the complexities of the digital shelf era, positioning brands to effectively engage with today's data-driven, digital consumer and B2B marketplaces.

**Sr. Global Account Executive - Strategic Enterprise, CPG Chicago, IL 7/2021 - 11/2023**

Prior to a large reduction in force in Q4 2023, in my role as a Senior Enterprise Sales Leader, I oversaw a diverse portfolio of over 20 global Fortune 500 accounts in the Retail, CPG and Manufacturing sectors, carrying full P&L responsibility. My duties extended beyond growing new software sales and professional services growth initiatives; and building enduring relationships with clients. I spearheaded a multifaceted go-to-market team, composed of Sales Engineers, Sales Development Representatives, Customer Success Managers, Professional Services personnel, and Executive Sponsors, ensuring a cohesive and effective sales strategy.

- **NEW Enterprise Territory Management:** Managed and nurtured relationships with Fortune 500 Consumer Packaged Goods (CPG), Manufacturing and Retail customer accounts, for clients exceeding \$5+ billion in value. Held comprehensive profit and loss (P/L) responsibility, focusing on new software sales and professional services growth.
- **High-Level Client Engagement:** Established and maintained immediate, high-level rapport with C-level executives across Sales, Marketing, and IT departments at Fortune 500 companies, fostering productive and enduring relationships.
- **Significant Revenue Growth:** Drove a substantial increase in Annual Recurring Revenue (ARR) of over \$4.6 million through strategic engagements and contract renegotiations with 15 Fortune 500 enterprise customers.
- **Collaborative Customer Success:** Worked closely with Salsify's professional services teams to ensure successful software installations and customer onboarding, leading to seamless integration, elevated customer satisfaction, and timely project deliveries.
- **Pipeline Development and Sales Excellence:** Created and executed strategies for a net-new enterprise pipeline, yielding \$1.8 million in ARR within the first two months of implementation. Consistently surpassed a renewal and upsell quota of \$1.0 million in new ARR.

- **Professional Services Sales Leadership:** Held full responsibility for quota-qualified sales of professional services. Collaborated effectively with both internal teams and external certified System Integrators and channel partners, driving successful sales outcomes and expanding the company's reach.
- **C-Suite Relationship Management and Executive Oversight:** Played a pivotal role in providing relationship management and executive oversight at the C-suite level for major global accounts. Successfully managed and cultivated strategic relationships with key decision-makers at leading companies, including Mattel, Cargill, ABInbev, HanesBrands, Conagra, Pepsico, Post Consumer Brands, and Campbell's Soup Company. This role involved ensuring alignment of business objectives, fostering long-term partnerships, and driving significant account growth and retention.

**SMS Magic - (Martech, Offshore - India, Series B, #1 Salesforce ISV Partner, Silicon Valley Bank)**

Salesforce CRM B2B SaaS Conversational AI messaging application tailored for enterprise customers in the Financial Services, Consumer Packaged Goods (CPG), Healthcare and Life Sciences, and Higher Education industries. This application seamlessly integrates with Salesforce CRM and Marketing Clouds, harnessing the power of Artificial Intelligence (AI) and Machine Learning (ML) to facilitate deeply personalized and contextually relevant conversational interactions.

**VP, Sales & Marketing, Chicago, IL 9/2019 to 5/2021**

Before the restructuring in Q2 '21, which led to the relocation of the company's headquarters to India, I played a crucial role in directing and managing all aspects of the organization's sales initiatives. My responsibilities included leading both the sales and partner teams to not only cultivate new enterprise sales opportunities but also expand the existing sales channels, with a focus on serving Small and Medium-sized Business (SMB) customers, typically those with fewer than 500 employees. Concurrently, I led the establishment of the company's first U.S. headquarters in Chicago, where I was responsible for recruiting and developing a new U.S. enterprise sales team. This team was specially designed to cater to large companies, engaging with entities having more than 10,000 employees. This strategic move fostered significant growth and expansion in several key areas, such as sales, pre-sales, sales development, account management, marketing, and partnerships with System Integrators (SI) and Independent Software Vendors (ISV), in addition to enhancing professional services and customer success.

- **U.S. Headquarters Establishment and Team Building:** Led the establishment of SMS Magic's first U.S. headquarters in Chicago, spearheading the recruitment and development of a dedicated U.S. enterprise sales team. This strategic initiative targeted engagement with large-scale enterprises, significantly expanding the company's reach in sales, pre-sales, sales development, account management, marketing, and partnerships.
- **Revenue Growth and Team Expansion:** Orchestrated the exponential growth of the enterprise sales team, transforming it from a unit generating sub-\$12 million in revenue with fewer than nine employees to a robust division with over \$20 million in revenue and more than 25 employees.
- **Professional Services Collaboration:** Worked closely with SMS Magic's professional services teams to ensure seamless software installation and onboarding within the Salesforce ecosystem, enhancing customer satisfaction and product integration.
- **Strategic P&L Management:** Assumed full Profit and Loss responsibility for U.S. operations, overseeing crucial functions including recruitment, training, development, and executive leadership of the U.S. enterprise sales, marketing, partner, and channel teams.
- **Comprehensive GTM Strategy Development:** Collaboratively developed a comprehensive three-year sales and Go-to-Market plan with executive leadership and product teams, aiming to achieve an ambitious revenue target of \$50 million.
- **Sales Process Improvement and Revenue Increase:** Implemented immediate refinements to sales processes, leading to the highest-ever quarterly revenues, consistently exceeding \$4 million each quarter, marking a 245% increase compared to FY2019.
- **Innovative Pricing Strategy and ASP Growth:** Introduced and executed a groundbreaking pricing strategy, resulting in an 1800% increase in Average Selling Price (ASP) within six months, leveraging a 'land and expand' strategy with major enterprises.
- **Salesforce Partnership and Strategic Growth:** Managed and expanded a significant ISV partnership with Salesforce, recruiting a Partner Manager and focusing on growth industries like financial services, healthcare, and higher education. Achieved Salesforce 'crest' internal partner status in 2021, placing the company among the top 5% of global partners.

**MAX Digital - (Martech, from startup to #3 on Inc 5000 w/ exit, acquired by Bain Capital Ventures / ACV NASDAQ: ACVA)**

MarTech (Software as a Service) platform leveraging cutting-edge technologies such as Artificial Intelligence (AI) and Machine Learning (ML), focused on Digital Asset Management (DAM), Product Information Management (PIM), and digital experiential e-commerce Syndication. This platform delivered tailored content and highly pertinent product information to a diverse clientele, including automotive Original Equipment Manufacturers (OEMs), eCommerce platforms, digital media outlets, fintech ecosystem providers, and to a primary customer base of more than 55k domestic automotive car dealerships within the dynamic automotive industry.

### **SVP, Head of Revenue, MAX Digital, Chicago, IL 11/2012 to 8/2019**

I was tasked with the recruitment, development, and leadership of the revenue team, with a strategic focus on transitioning from early adopter customers to attain consistent and scalable quarterly growth. This involved the successful implementation of a comprehensive CRM system (Salesforce) and the recruitment and coaching of high-performing teams spanning sales, marketing, business development, partner channels, and customer success.

- **Revenue Team Leadership:** Spearheaded the recruitment, development, and leadership of the revenue team, focusing on the transition from early adopter customers to achieving scalable, consistent quarterly growth.
- **CRM System Implementation:** Successfully implemented a comprehensive CRM system (Salesforce), enhancing team efficiency and customer management.
- **GTM Function Expansion:** Managed the Go-To-Market function, significantly increasing revenue from under \$12M with fewer than 8 employees to over \$36M and a team of over 40 professionals.
- **C-Level Executive Engagement:** Forged strong relationships with OEM C-level executives, securing key partnerships and initiatives to boost revenue streams across their network of car dealerships.
- **Key Player in Strategic Merger and Organizational Growth:** Actively contributed to the pivotal merger of FirstLook Systems under the MAX Digital umbrella, working directly with the founder and CEO. Played a significant role in integrating the companies, driving forward the operational and technological synergies that propelled MAX Digital to be recognized as the #3 fastest-growing software company in the U.S. by Inc. Magazine in 2014 and #1 in the Automotive Industry. Contributed to the introduction of innovative products, aligning with the company's commitment to cutting-edge technology and exceptional customer service
- **Sales Process Overhaul:** Revamped the sales process and messaging strategy, resulting in the company achieving its highest-ever net income for a full year and surpassing annual revenue targets by over 40%.
- **ASP Increase and Customer Acquisition:** Raised the average monthly software ASP by 30%, contributing to the signing of agreements with 425 new customers.
- **Professional Services Partnership:** Collaborated closely with the professional services group to facilitate software installations and customer onboarding, thereby enhancing customer success and retention rates.
- **YOY Growth and Industry Recognition:** Achieved consistent year-over-year growth, recognized by the Inc. 500 as the 3rd fastest-growing software company in the US.
- **Innovative Sales Strategy Implementation:** Introduced a new software vertical and sales approach, resulting in a 6000% increase in sales within the first 18 months.
- **Sales Margin and Customer Base Expansion:** Sales Margin and Customer Base Growth: Successfully doubled software sales margin dollars within two years. This was achieved through the execution of a high-velocity, multi-tiered channel lead generation strategy, coupled with effective demand generation marketing initiatives. These efforts significantly increased the per-customer Annual Recurring Revenue (ARR), elevating it from \$6,600 to \$14,500.

### **LiveEnsure - (Cybersecurity, Series B; Fairfax, Albion Capital, w/ European and UAE tier 1 banking customers)**

An innovative SaaS cybersecurity startup specializing in user security context authentication through intelligent device interactions. The platform ensures secure access to websites, cloud services, and applications, employing cutting-edge methods such as scan-to-screen, app-to-app, and screen-to-tap engagements.

### **SVP, Sales & Marketing, Chicago, IL 09/2010 – 11/2012**

Directed the growth stage strategy for B2B enterprise expansion, spearheading the successful launch of our first US enterprise customer revenue stream. Orchestrated the assembly of sales and marketing teams, leveraging our UK engineering team for pre-sales, onboarding, and ongoing management. Pioneered the establishment of our company's brand and laid the groundwork for our foundational sales team, culminating in the inauguration of our inaugural US office.

- **B2B Expansion Leadership:** Orchestrated the B2B enterprise expansion in the U.S., successfully establishing the first major revenue stream in the American market.
- **Revenue Growth and Team Building:** Grew the team from a pre-revenue stage to over \$4M, leveraging the UK engineering team for pre-sales, onboarding, and management.
- **Strategic Growth Management:** Drove a 500% increase in enterprise revenue, securing high-profile North American clients and achieving significant market penetration.
- **Major Deal Closure:** Successfully secured the company's first \$1M+ Annual Recurring Revenue (ARR) deal in North America, setting a precedent for future sales success.

### **FreedomPay - (Fintech; Series E, TPG, Clarium Capital, Core Capital Partners, BlueRun Ventures, Goldman Sachs)**

In the early 2000s, FreedomPay initiated mobile payment "proof of concepts" in collaboration with prominent enterprises such as McDonald's, Bank of America, and Visa. Subsequently, in 2004, FreedomPay introduced a closed-loop payment system tailored for stored value and voucher systems within the food service industry. Pioneering B2B Enterprise Transactions: Converging Payments and Marketing through an Innovative Fintech Processing Gateway.

### **SVP, Sales, Chicago, IL 09/2009 – 10/2010**

In 2009, I assumed the role of the first employee (stealth division), tasked with establishing a sales team to diversify and launch an advanced stealth fintech processing gateway. This groundbreaking solution was strategically designed to cater to renowned B2B enterprises, offering a seamless integration of payment and marketing transaction capabilities. Leveraging cloud-based

technology, we harmoniously amalgamated payment processing, transaction management, and data analytics into a unified, user-friendly interface, gateway, and reporting system.

- **Pioneering Role in Fintech Innovation:** As the inaugural employee, I was responsible for establishing and leading the sales team to launch an advanced fintech processing gateway, offering a unique amalgamation of payment processing, transaction management, and data analytics in a unified, cloud-based platform.
- **Enterprise Sales Team Expansion:** Successfully grew the enterprise sales team from a pre-revenue stage, achieving over \$6 million in revenue and expanding the team to more than 9 professionals.
- **Foundational Sales Team Leadership:** Recruited and managed a foundational sales team, including 3 sales professionals, a growth marketing specialist, and a sales engineer. This strategy was pivotal in diversifying revenue streams and establishing a new hyper-growth SaaS division.
- **Strategic Growth and Customer Acquisition:** Crafted and executed an overarching strategic growth plan, resulting in the formation of FreedomPay's first North American team. This led to the acquisition of significant new enterprise customers within the first six months, including notable clients like Case New Holland, the US Department of Homeland Security, and Humana.
- **Consistent Growth Delivery:** Demonstrated a consistent ability to exceed quarterly pre-revenue objectives set by company leadership, contributing substantially to the company's strategic expansion and market penetration.

**Mint Technology Corp. (Fintech, HCM, Pivot / Turnaround w/ exit - acquired in 2009 to private investors, now operating as Mint Middle East TSX: MIT)**

A leading fintech company specializing in integrated Human Capital Management (HCM) and payroll solutions tailored to meet Sharia Law compliance requirements within the Middle East markets. Distinguished by an autonomous distribution network, a cutting-edge technology platform, and a state-of-the-art data center infrastructure, the company offers a comprehensive suite of financial payment software delivered as a service (SaaS).

**EVP, Head of Sales, Mint Technology Corp., London, England / Dubai, UAE 10/2007 – 09/2009**

Led the strategic revitalization of a North American e-commerce and prepaid card enterprise, crafting and executing an international turnaround blueprint that culminated in a successful liquidity event.

- **Strategic Revitalization and Growth:** Led the transformation of a North American e-commerce and prepaid card enterprise, transitioning from under \$2 million in revenue with over 85 employees to over \$12 million in revenue with fewer than 30 employees.
- **Pivot and Diversification Strategy:** Crafted and executed a strategy to pivot the company's focus to digital payroll and international money transfer services in the Middle East, catering to the underbanked worker population.
- **Wage Protection System Advocacy:** Played the lead role in advocating for the Wage Protection System (WPS) with government and federal officials, leading to its realization through legislative channels and enabling expansion into six GCC countries..
- **Rapid Market Expansion:** Successfully introduced the SaaS application to five new Gulf markets within six months, establishing Mint as a key player in these regions.
- **Revenue Milestones:** Achieved over \$8 million in revenue shortly after the company's rebranding and expansion into the Middle East, showcasing effective management in a complex business environment.

**eNett International (Fintech, Founding Exec. Team - Strategy, Sales, Marketing, exit \$550M - acquired by Wex Inc. NYSE: WEX)**

A SaaS startup offers an innovative fintech platform specialized in AR Automation. This platform, designed for SMBs, mid-market, and enterprise travel and logistic clients, seamlessly integrates payment and billing solutions to optimize efficiency and fast-track cash flow. A standout feature is its ability to provide Virtual Account Numbers (VANs), empowering global travel businesses and industry partners. With this, users can effortlessly generate a unique Mastercard number, streamlining payments to suppliers directly within their reservation booking workflow.

**SVP, Chief Revenue Officer, eNett International, Melbourne, Australia / London, United Kingdom 01/2005 – 02/2008**

Appointed as the inaugural Commercial Executive to spearhead the expansion of a fintech SaaS startup, specialized in cutting-edge payment solutions. The company's focus is on Virtual Account Numbers (VANs), which empower global travel industry stakeholders to generate unique Mastercard numbers, streamlining supplier payments effortlessly within their reservation booking workflows.

- **Founding Executive Leadership:** As the inaugural Commercial Executive, led the development and growth of a fintech SaaS startup, specializing in Virtual Account Numbers (VANs) for the travel industry.
- **Revenue Team Expansion and Growth:** Expanded the GTM team from under \$2 million in revenue with fewer than 8 employees to over \$45 million, with a team of more than 55 professionals.
- **Enterprise Customer Acquisition:** Formulated strategies for acquiring new enterprise customers across Europe and established valuable channel partnerships.
- **Impressive Startup Performance:** Generated \$25 million in startup revenues within the first 5 months and secured a strategic joint venture with Travelport Worldwide.
- **Customer Management and Churn Reduction:** Implemented successful methodologies, reducing churn rates significantly while maintaining high employee morale.

- **Global Revenue Growth:** Achieved over 80% global YOY revenue growth, with significant increases across various regions, including Europe, Australia, and the Middle East.
- **Strategic Channel Collaborations:** Led partner strategies to explore new verticals, collaborating with notable partners such as Lufthansa Systems, MasterCard, Worldspan, Carlson Wagonlit, and Qantas.
- **Venture Capital Funding and Team Building:** Played a key role in raising \$35M in Venture Capital and was instrumental in hiring key senior enterprise account executives during a critical growth phase.
- **Global Expansion:** Initiated the opening of new offices in the UK, Singapore, Hong Kong, and Austria, marking significant milestones in the company's expansion.

**Cendant Corporation (Franchise Services, Financial Services, Real Estate, Travel Technology, NYSE: Cendant Europe, started new sales and marketing division; acquired by The Blackstone Group, Apollo Global Management)**

Cendant was a global provider of business and consumer services, primarily within the real estate and travel industries. In 2005, Cendant announced that it planned to separate Cendant into four independent, publicly traded, pure-play companies one each for Cendant's real estate (Century 21, Sotheby's International Realty) travel distribution (Travelport, Galileo, Orbitz.com), hospitality (Wyndham, Ramada, Days Inn) and automobile vehicle rental businesses (Avis & Budget).

**VP of Sales, Partner & Channel Alliances – Cendant Corp, London, England, London, England 8/2000 – 1/2005**

Living and working out of the London, UK HQ, I was accountable for orchestrating the expansion of new enterprise revenues through a multifaceted approach encompassing direct sales and channel partnerships. Spearheaded the establishment and leadership of an innovative sales and marketing division dedicated to the EMEA/MENA regions. This division focused on identifying and executing strategic channel partnerships and acquisitions, ultimately facilitating the generation of net-new incremental revenues.

- **Pioneered EMEA/MENA Sales and Marketing Division:** Established and led a new division, focusing on strategic channel partnerships and acquisitions across 30+ global consumer brands, including Avis, Budget, Wyndham Hotels, Century 21, and Orbitz.com.
- **Revenue Growth and Team Expansion:** Grew the division from pre-revenue to over \$200 million in revenue, expanding the team from 2 to 35+ employees.
- **InsurTech Joint Venture - Bastion Surety:** Initiated and managed a groundbreaking \$750M InsurTech joint venture, providing bonding insurance for travel agencies and tour operators in multiple European countries.
- **Significant Revenue Contributions:** Added \$45 million in new incremental revenue within 18 months through effective sales management and global marketing strategies.
- **Software Solution Onboarding:** Led the onboarding and installation of Cendant's software solutions, ensuring successful deployment and user adoption with enterprise partners.
- **Strategic Brand and Marketing Alliances:** Scaled incremental software revenue to \$50 million ARR, securing 37 deals with blue-chip companies like AT&T, AON, British Airways, Philips, and Chase.
- **Sales Performance Excellence:** Achieved a 40% year-over-year sales increase, doubling channel partners and implementing aspirational messaging for European SaaS channels.
- **Dynamic Team Leadership:** Delivered a 67% year-over-year increase in incremental sales revenues by leading a dynamic sales and marketing team and developing innovative selling strategies for EMEA and MENA.
- **Management of AON/EMEA Relationship:** Oversaw the AON/EMEA partnership, managing a diverse portfolio of custom affinity insurance and reinsurance products and services tailored for Cendant's 60+ operating businesses. Under my management, Cendant became AON's largest global customer in terms of revenue.

**Gage Products Company (Robotic, Supply Chain, Chemical & Reclamation Technology, privately held, multi-year sales to first EMEA enterprise Automotive OEM customers, business process outsourcing, supply chain)**

A well-established, 85+ year-old private automotive supplier headquartered in Detroit, specializing in a comprehensive range of automotive-related solutions. These include automotive paint solvents, cutting-edge machine learning technologies, robotic process automation, supply chain process innovations, reference fuels, refining services, logistics expertise, and patented recycling technology for paint systems.

**Chief Revenue Officer, London, England / Cologne, Germany 1/1992 –8/2000**

Accountable for spearheading the establishment of the organization's inaugural international division, commencing operations from the ground up. Relocated to the United Kingdom as the inaugural team member entrusted with the development of the company's initial overseas client base, assembling a proficient go-to-market team, and establishing BPO delivery capabilities.

- **Inaugural International Division Establishment:** Spearheaded the creation of the company's first international division, initiating operations from scratch.
- **Significant Team and Revenue Growth:** Led a new enterprise team from a pre-revenue stage to achieving over \$50 million in revenue, growing the team to over 100 employees.
- **International Customer Acquisition:** Added 12 new international customers within 18 months, demonstrating effective sales management in a new global go-to-market division.
- **Professional Services Collaboration:** Worked closely with professional services teams to install and onboard proprietary software and technical tools for international clients, ensuring seamless integration and user training.

- **Sales Growth Achievement:** Achieved a 40% year-over-year increase in sales, doubling channel partners and developing targeted efficiencies for European supply channels.
- **Incremental Revenue Increase:** Delivered a 67% year-over-year boost in incremental sales revenues by leading a dynamic sales and marketing team and implementing innovative selling strategies for the EMEA and Australian region.

**Director of Speciality Applications, Ferndale, MI 02/1994 – 09/1994**

Promoted to spearhead the establishment of initial customer relationships and sales with major Original Equipment Manufacturers (OEMs) for an innovative, environmentally friendly low Volatile Organic Compound (VOC) solvent replacement solution tailored for manufacturing assembly cleaning.

- **OEM Relationship Development:** Led the establishment of relationships and sales with major OEMs for a new low VOC solvent replacement solution.
- **Successful POC Trials:** Secured and managed Proof of Concept trials with Chrysler, Ford, and General Motors, resulting in annual supply agreements worth over \$1.6 million.
- **Industry Recognition:** Recognized annually by notable industry authorities like Automotive News, Ernst & Young (E&Y), and Crain as a leading provider in the automotive sector.
- **Strategic Account Development:** Initiated and nurtured a business relationship with Ford Motor - Twin Cities, leading to significant engagement.
- **Comprehensive Change Management Proposal:** Crafted and delivered an enterprise change management proposal to Ford's leadership, facilitating crucial discussions.

**Account Executive, St. Paul, MN 01/1993 – 02/1994**

Recruited to initiate and cultivate a business relationship with Ford Motor - Twin Cities prospect account, fostering a dedicated prospecting effort that spanned over a decade.

- **Strategic Account Development:** Initiated and nurtured a business relationship with Ford Motor - Twin Cities, leading to significant engagement.
- **Comprehensive Change Management Proposal:** Crafted and delivered a change management proposal to Ford's leadership, facilitating crucial discussions.
- **Significant Account Closure:** Achieved closure with Ford Motor Company within eight months, securing an account valued at over \$4 million annually.

**Education**

University of Minnesota – Carlson School of Management  
Bachelor of Science, BSc. Economics. Minor study Theoretical Statistics

University of Wisconsin Stout  
Bachelor of Science, BSc. International Business transfer