

# Justin Henderson

Park Ridge, NJ 07656 | (201) 555-5555 | justin.henderson@gmail.com

## Senior Sales Executive

Sales Transformation | Sales Leadership | Sales Enablement & Acceleration

**Sales transformation catalyst** who drives topline growth within cutting-edge technology solutions companies.

**Focused and determined sales and business leader** offering both entrepreneurial and intrapreneurial stamina and wisdom to drive top/bottom line growth, inspire teams to peak performance, and cultivate profitable business relationships built on respect, loyalty, and trust.

**Easy-going sense of humor** is a defining management strategy to bring out the best in everyone, instill pride, and mobilize them to make their company the best in the industry.

### VALUE OFFERED

- Topline Revenue Growth
- Territory Optimization
- Sales Enablement
- SaaS | Cloud
- Sales Organizational Structure
- Marketing & Sales Alignment
- Sales Performance Optimization
- OEM, Channel and Inside Sales
- Channel Sales Strategies
- Sales Best Practices
- Sales Revenue Expansion
- Mobile Technology

### LEADERSHIP SUCCESS HIGHLIGHTS

**Business Transformation** – Completely revamped Optimum Go-To-Market strategy by conducting comprehensive market refinement and market valuation to analyze whether market supported desired goals and verifying potential for growth with change in marketing strategy.

**Channel Marketing** – Drive channel relationships and marketing programs with Optimum Channel Managers for Channel Partners, Sage and premium partner with Community Brands / Abila.

**Business Strategy** – Launched innovative sales and business development initiative from ground up for Logical Advantage, incorporating strategic sales/value conversation, delivering 30% revenue growth in 1<sup>st</sup> year.

**Sales Strategy Implementation** – Generated more sales-qualified SQLs in the first 90 days with Optimum after implementation of a dedicated SDR team, than had been generated in the prior 12 months.

### PROFESSIONAL TECHNOLOGY EXPERIENCE

EXCELLENCE SOFTWARE, Paramus, NJ

2016–Present

**VP of Sales and Marketing** – SaaS | Applicant Tracking Systems (ATS) | Training Management Systems

Hired by Excellence Software as the architect for a new sales structure and revenue model for this New Jersey-based company, specializing in intuitive technology solutions for small to medium businesses (SMB).

- Defined realistic revenue goals for the total organization, which set the groundwork for future steps.
- Transformed business from sole reseller organization into a two-pronged sales organization leveraging channel marketing. Expanded beyond channel partners to incorporate direct sales and inside sales to drive top of the funnel sales qualified leads.
- Recruited, hired, and managed first-ever National Sales Team, including Regional Sales Reps, Channel Managers, and Inside Sales Development Reps (SDRs).
- Determined existing sales structure and what sales organizational structure would be most effective.
- Coach, train, motivate, and continue to grow the sales team (both onsite and remote) and monitored sales activity and tracked results.

## PROFESSIONAL TECHNOLOGY EXPERIENCE

---

Alphabetscity, Hoboken, Nj

2015–2016

### **National Sales Director** – Saas Based K-12 Assessment Products

Hired by AlphabetsCity as the architect of the entire sales structure and revenue model for New Jersey-based AlphabetsCity, specializing in intuitive technology solutions for K-12 that immediately connect educators with information using integrated performance management tools with an easy-to-use dashboard.

- Defined realistic revenue goals for the total organization which set the groundwork for future steps.
- Conducted comprehensive market refinement and market valuation to analyze support for desired goals.
- Hired/managed National Sales Team with 6 regional sales reps and 4 inside sales reps.
- Analyzed existing communication strategy to determine which, if any, strategies used to communicate with the market place needed to be developed.
- Determined the existing sales structure and what sales organizational structure would be most effective.
- Analyzed existing sales tools and made recommendations for changes.

Schoolgate, LLC, New York, NY

2014–2015

### **Vice President of Sales**

Hired by Schoolgate, a provider of SaaS-based K-12 assessment products, to reevaluate, align, and grow the sales organization and expand the geographic reach from 5 to 15 states.

- Refined sales process to enhance results and build capacity to scale for the next several years.
- Boosted sales pipeline from \$5M to \$30M in 5 months after implementation of new model of inside and outside sales organization and strategy.
- Developed and managed the overall base of business opportunities, including management of the sales forecast and reported regularly to the executive team to set expectations.
- Drove strategic deals and accounts, and built relationships with key buyers to deliver large-scale wins.
- Managed all aspects of talent recruitment and development, including compensation plans.
- Coached, trained, and grew sales team (onsite and remote) and monitored sales activity and tracked results.
- Integrated customer feedback into the company's product roadmap.

Superior Advantage, Raleigh, NC

2011–2014

### **Senior Director of Sales & Business Development**

Hired by Founder and COO of SaaS/server-based and mobile product company to revitalize and completely rebuild sales team for company specializing in custom application services and IT staffing for the Raleigh market.

- Completed market evaluation, redefined and recalibrated revenue goals, and created authentic in-depth core value proposition to define the sales process.
- Re-established sales planning processes and transformed staffing through hiring and training new personnel in effective sales initiatives and strategies.
- Rejuvenated sales talent acquisition and management processes to create a vibrant, focused sales force.

## TECHNOLOGY EXPERTISE

---

SaaS Platforms • Software Services • Sales Management • Cloud Services  
Business Analysis • Business Plan Development • National & Regional Account Management  
Sales Training & Development • IT Services • Business Development  
• Technology Licensing • EdTech - Assessment Platforms

---

## PROFESSIONAL FINANCIAL SERVICES EXPERIENCE

---

FINANCIAL INSTITUTIONS

2003–2011

### **Principal | Branch Manager**

Recruited by a networking contact in the fast-growing vertical of financial services, leading to an eight-year career foray in leadership positions managing branches, hiring/training teams, overseeing customer relations, conducting market analysis and planning, and driving account growth and sales profits.

### **Principal**, SUPERIOR FINANCIAL SERVICES (2009–2011)

Facilitated new projects with public, private, and nonprofit organizations in the areas of affordable housing, economic redevelopment, and historical preservation initiatives.

### **North Carolina Area Manager**, First Financial Services (2008–2010)

Successfully opened two branches and hired nine loan officers in first six months of operations.

- Grew North Carolina monthly originations from less than \$1M to \$5M+.

### **Branch Manager**, Western Home Mortgage (2007–2008)

Directed flawless branch start-up within 90 days.

- Increased monthly production from under \$3M to \$8M+ by forging alliances with key realtors, developers, and affordable housing developers.

### **Branch Manager**, National Bank (2003–2007)

- Led the Dana Point mega branch to produce \$1.1B in the first year, resulting in ranking #5 nationally.
- Boosted profit, purchase, and growth from \$200M to \$1.2B and from 30 to 125 employees by 3rd year, achieving #2 ranking nationally with the Dana Point branch of National Bank.
- Dramatically increased monthly origination from \$38M to \$95M in just one year.

## EARLY CAREER PROFILE

---

**Director of Sales & Technology Licensing** – Alta Tech Inc., Dana Point CA | 2 years

**National Channel Sales Manager** – Pelican Instruments, Dana Point CA | 3.5 years

**National Sales & Business Development Manager** – Sunrise US Inc., Laguna CA | 2 years

## COMMUNITY LEADERSHIP

---

**Founding Partner** | IT Basics, Raleigh Branch, 2012–Present

**Member** | Raleigh-Durham Chamber Of Commerce, Raleigh, NC

**Board of Advisors and Ambassador for Raleigh-Durham Area**, 2012–Present

**Member** | Raleigh Regional Technology Executives Counsel (RRTEC), 2011–Present

**Founder** | Building Today Group (Economic Revitalization), 2009–2011

## MILITARY EXPERIENCE

---

**United States Navy** | 8 years

Promoted after one year | Recipient, Midshipman ROTC Scholarship

Selected for Officer Training (BOOST) – Graduated with Honors

## EDUCATION

---

**MBA Candidate – IT Management** | University of Southern California

**Bachelor of Science – Business** | Capella University, 2015

**Executive Leadership Program – Sales Professional** | Harvard University