

### Skills That Deliver Results

- Global Enterprise Experience – Public Sector, Healthcare, Enterprise (Americas, EMEA, APAC)
- Business Unit Diversity – Sales, Marketing, Operations, Development
- Business Transformation – Go To Market, Strategy, Turnaround, Reorganization, Process, Leadership
- Expand External Influence – Channel Development, Matrix management, Learning University
- Value Creation – Productivity development, KPI development
- Tools & Training – Salesforce, Excel, Shipley Capture Methodology, Franklin Covey & Miller Hieman Sales Leadership

### CAREER AT A GLANCE – GROWTH

Regional Sales Director (Enterprise & Public Sector) – Software Solutions, Inc.

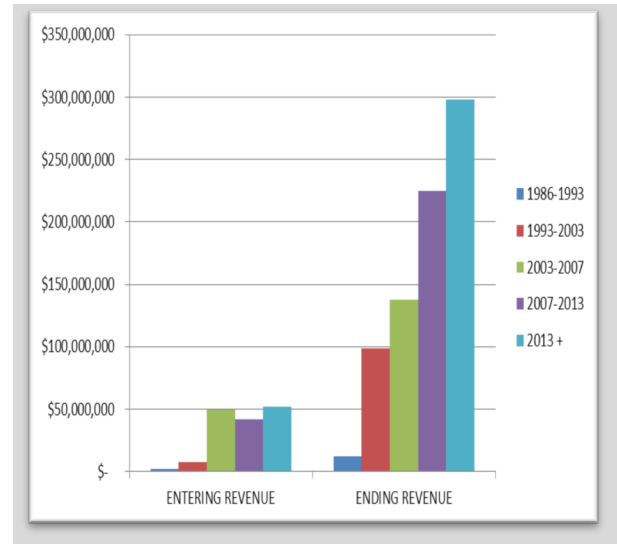
Senior Director Sales (Public Sector & Enterprise) – Woodbridge Networks

Director Capture Management (Public Sector) – Metro Telecom

CTO Government Solutions (Enterprise & Public Sector) – Asterisk Software

District Sales Manager (Enterprise) – Bradley Communications

Business Development Lead (Public Sector) – CBG Technologies



**Software Solutions, Inc.** - \$65B Technology Company focused on end to end IT solutions – hardware/software/services  
Los Angeles, CA - 2013 - Present

### Initial Challenge: Transformation & Value Creation

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

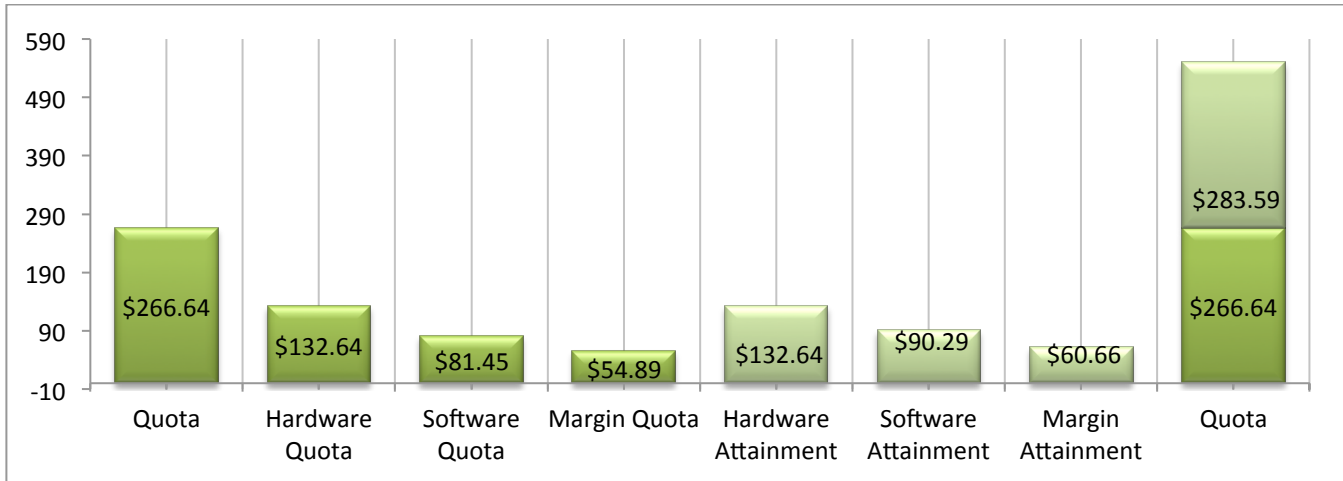
Recruited to lead transformational activities to improve sales process, overhaul organization structures, and drive productivity to improve operational efficiency; \$300M revenue target with \$120M+ margin contribution. Hire, develop, and lead team of 23 IC selling into defined target segments of both existing & acquisition accounts. 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 territory for sales force automation and adoption of tools.

### FY Accomplishments:

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## Richard Hanson: Global Experience, Transformation, Value Creation, Growth



- 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%
- KPI metrics results
  - Forecast accuracy >95%
  - Pipeline growth to 4X quota
  - Top 20 accounts per FTE with Account Plans

**Woodbridge Networks, Inc.** – \$4B Technology Company focused on networking & security solutions – hardware/software/services.

Blossom Vale, CA – 2007 - 2013

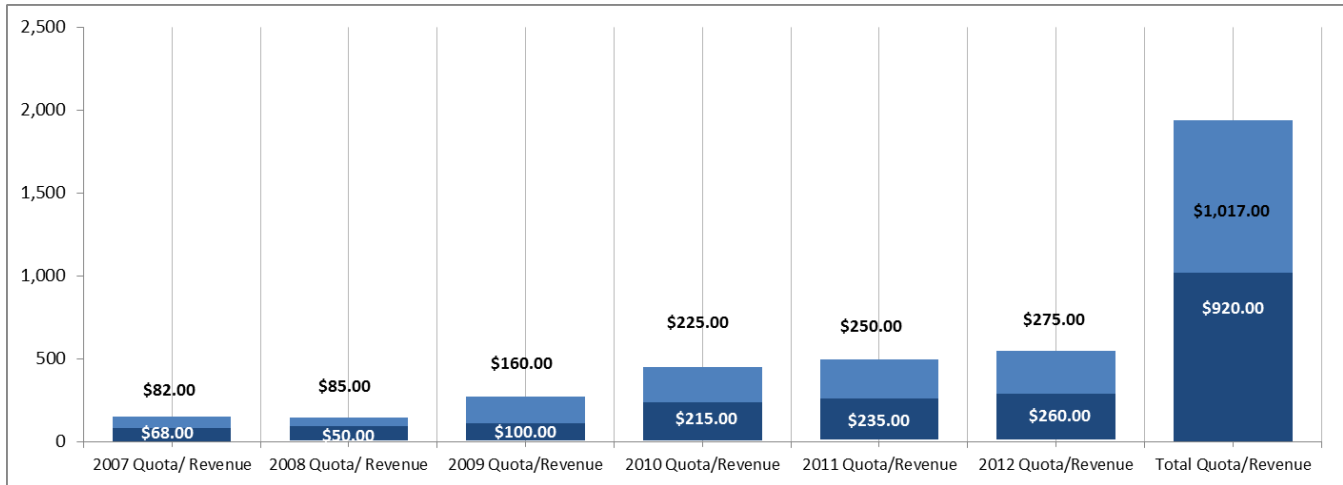
### Initial Challenge: Expand External Influences, Transformation & Value Creation

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

Oversaw the building and management of detailed processes and metrics that allowed consistent delivery of goals and objectives throughout the sales team for (6) front line managers, (7) IC direct reports, and (40) indirect reports; sales engineers, channel partner managers, marketing, and business development. Drove revenue growth through establishing annual & monthly sales objectives to meet & exceed revenue targets of \$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 of \$15M+; plus lobbying budget of \$1M. Developed key metrics and tools for sales methodology for SLED vertical & ensure discipline of forecasting using Salesforce.com.

### Accomplishments:

## Richard Hanson: Global Experience, Transformation, Value Creation, Growth



- Grew channel revenue by 45% ; incremental margin increase of 15%
- Increased FTE productivity as measured by margin contribution by factor of 15:1
- Staff retention of 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

Recruited, developed, and retained highly effective sales team of three (3) front line managers, four (4) IC direct reports, and twenty (20) indirect reports; sales engineers, channel partner managers, marketing, and business development responsible to meet and exceed revenue target of \$315M for Southern Enterprise Region and US Public Sector vertical in Canada, SLED, Healthcare (payer), and Caribbean/South American (CALA). Annual FTE budget of \$8M+; plus lobbying budget of \$500K.

#### Accomplishments:

- Top performing vertical 2010,2011,2012
- Top Sales leader 2012

### Director Worldwide Public Sector Marketing – 2007-2009

Responsible for global Public Sector sales and channel strategy; government, higher education, & healthcare; leading team of two (2) front line managers (EMEA & APAC), and six (6) IC. Developed and executed global Public Sector business strategy providing input for product enhancements, marketing analysis, channel strategy, and go-to-market approach (direct/indirect). Strategy components include negotiating contracts for government and education sales, product certifications for US and NATO defense/civilian sales, awareness campaigns including speaking engagements, distribution/channel strategies (Ingram Micro, Westcon, Service Providers, etc.), and pricing strategies on multi-year contracts.

#### Accomplishments:

- Expanded state/federal/education contracts by 50% over 2 year period
- Grew channel revenue via Insides 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 & security.
- Developed Global Research & Education channel program focused on Higher Education with 20 completed projects - US, Mexico, Canada, Brazil, Columbia, Australia, New Zealand, & China; Internet2, CANARIE, RNP, JANET, DANTE, MERIT, OARNET, ONENET, AARNet, JAIRC, REANNZ, CENET
- Completed certification of products for US government & NATO allies for common criteria, FIPS, and JTIC.
- Promoted to Sr. Director of Sales

## **Richard Hanson: Global Experience, Transformation, Value Creation, Growth**

**Bradley Communications** - \$3B Global ISP & Telecommunication firm - 2003 – 2007

Hanrahan, WA

### **Director Business Development Civilian Agencies – Front Line Management**

- Federal & State capture responsibilities in Civilian, R&E, & DoD
- Focus on “Sell Through” program opportunities with key integrators across Federal agencies
- Team responsibilities to define and map out the maturation of Level 3’s business capture processes

### **Accomplishments:**

- Closed \$1B+ in contract awards- Networx (\$1B), Internet 2 (\$100M), State of PA (\$25M)
- Expanded operating margins by 25% by developing pricing models across multiple product offerings
- Successfully turned around Public Sector business development teams with contract wins – PA, Internet 2, DOI, DOE, and WITS
- Exceeded quota each year with top year attaining 159% of plan

**Asterisk Software** - \$500M+ Leading software contact center provider – 1993 - 2007

Weaver Square, WA

### **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 & 2006

### **EDUCATION**

**Master of Science in Information Management** - Mary Mount University *December 1997*

**Bachelor of Science in Political Science** - University of Alabama *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