

Target Role: Chief Revenue Officer

Revenue Growth – Marketing Strategy – Product Management – Sales Transformation – Market Expansion

CRO/COO who develops GTM strategy for new products, oversees the performance of a portfolio of SaaS technologies, optimizes sales/marketing activities, and drives customer acquisition to deliver record-setting sales of enterprise solutions for manufacturing.

Sales/Marketing leader who builds, trains, and coaches teams to deliver an exceptional customer experience throughout the entire sales cycle including lead generation, relationship building, consultative selling, contract negotiation, closing, and service.

Business builder who is laser-focused on leading initiatives to drive revenue growth, operational efficiency, and profit margins.

Business Development & Executive Management
Digital Marketing & Sales Strategies
RevOps, SalesOps & CSOps Leadership
Talent Management & Business Performance
B2B Sales & Enterprise Solutions Selling

Customer Acquisition & Relationship Management
Strategic Partnerships & Business Alliances
Market Research & Trends, Competitive Analysis
Product Development & Go-to-Market Strategy
Demand Generation, Product Positioning & Messaging

Selected Highlights

Aligning Sales & Marketing Strategies to Achieve Rapid & Sustainable Revenue Growth

Selling Enterprise Solutions for Manufacturing Hardware & Software

Developing Technology Products Go-to-Market Strategy Omnichannel Marketing Campaigns

Executive Experience

SolidCAM, Inc. – Leesburg, FL
COO/CRO – North American Markets

December 2008 to December 2022

SCOPE: Developed and executed strategic marketing and aggressive customer acquisition strategies for SolidCAM, a leading provider of integrated CAM software for programming CNC machines. Built high-performing marketing, sales, and technical teams. Scaled business operations to meet rapid rise in demand for CNC products in the United States and Canada.

- **SALES & MARKETING LEADERSHIP:** Created systems and processes to launch company's B2B direct sales, including sales scripts, interactive DVD, and automated pricing guide.
 - ✓ Increased subscription rates from 34% to 79%, achieving the highest sales performance in the company worldwide.
 - ✓ Averaged 51% sales growth YOY for first 5 years and achieved 10X revenue growth from \$525K in 2008 to \$5M in 2022.
 - ✓ Created sales and marketing departments. Grew sales team from 3 to 37 employees. Developed and presented numerous sales, business development, and product-focused presentations/webinars.
 - ✓ Developed strategic partnerships with resellers, which further accelerated market expansion.
 - ✓ Designed trade show booth that earned "Best in Show" at the International Manufacturing Technology Show (IMTS), 2012.
- **PRODUCT LAUNCH:** Developed and executed GTM strategy for iMachining—a patented, high-speed milling technology that creates CNC programs to machine mechanical parts, which cuts cycle time substantially and increases cutting tool life.
 - ✓ Started taking CNC machines to tradeshows for live product demos. Organized contest with entry forms that quadrupled leads. Included trial software polybagged to 80,000+ industry magazines. Created live webinars with product demos, press releases, and videos featuring client success stories.
 - ✓ Generated 50% more revenue for 4 consecutive years through marketing campaigns, with the United States and Canada having the highest take rate for more than 8 years.

CONTRIBUTION HIGHLIGHTS

- Rapidly promoted from Director of Sales and Marketing to COO/CRO after 1 year of employment with SolidCAM.
- Achieved 10X sales and revenue growth.
- Grew sales team by more than 9X.
- Recognized for the highest sales team performance in the company worldwide.
- Developed and executed GTM strategy for launch of iMachining product.

- **SALES ENABLEMENT/EFFECTIVENESS:** Created selling tools, systems, and procedures for B2B direct sales. Produced sales scripts and interactive DVD that dramatically boosted sales. Developed automated pricing guide that simplified the entire sales process.
- **FINANCIAL & OPERATIONAL MANAGEMENT:** Established independent corporate financial structure including takeover of billing, accounting, and payroll functions. Led budgeting and forecasting for North American operations. Developed metrics and dynamic graphical dashboard in Salesforce for the daily tracking of 27 critical KPIs including lead generation, sales demos, deals closed, and technical support performance.

CAMCAD Technologies – Winter Springs, FL Director of Sales and Marketing

April 2006 to July 2008

SCOPE: Managed all sales and marketing activities across 8 states as a reseller for SURCAM, SolidCAM, Copious, and multiple CAM post-processing tools. Created sales operations and marketing materials for SolidCAM, a newcomer to the US market.

- **MARKETING STRATEGY & LEADERSHIP:** Created impactful marketing campaigns and sales collateral including graphics and content development to launch CAM software and SaaS product. Successfully launched 3 new products in 2 years. Produced interactive CDs with video and audio content that led to a 22% increase in revenue and greater product visibility.
- **TERRITORY & ACCOUNT MANGEMENT:** Created and implemented strategic sales plans. Expanded market from 5 to 8 states and exceeded sales quotas each year, resulting in earning “New Reseller of the Year” award for SolidCAM.
- **WEBSITE DEVELOPMENT:** Produced graphics and content for dedicated reseller’s website.

FARO Technologies, Inc. – Lake Mary, FL Global Director of Product Management & US Marketing (2004 to 2006)

September 1994 to April 2006

SCOPE: Managed global operating budget and an international team of product managers. Headed North American marketing department.

- **MARKETING STRATEGY & LEADERSHIP:** Built all new North American marketing team of 25 that raised product demos by 30% and achieved 27% revenue growth. Created product marketing, advertising, sales tools, messaging, and customer support material.
- **PRODUCT LINE CONSOLIDATION:** Integrated products, teams, and company culture after FARO acquired several new product lines and rebranded to create a cohesive 3D measuring and scanning product line.
- **NEW PRODUCT DEVELOPMENT:** Co-managed HW/SW development teams for new products CAM2 Measure and Softcheck Tools, an early SaaS product. Oversaw CAD/CAM projects with aggressive timelines.

CONTRIBUTION HIGHLIGHTS

- Enjoyed rapid career progression from individual contributor roles to product management and marketing leadership roles in 12-year tenure with company.
- Consolidated and rebranded product lines following acquisition of 3 companies.
- Co-managed software development teams and led project teams.
- Built marketing team from the ground up.
- Awarded Top Salesperson for 3 years.

Product Manager, Sales Service Provider (2000 to 2004)

- **ADVERTISING & PROMOTIONS:** Created materials for advertising, sales, and technical support for hardware and software.
- **WEBSITE & DATABASE:** Designed and developed product content for the first corporate website. Created features/benefits, success stories, and interactive support functions. Updated and maintained product data in company’s database.

Outside Sales Account Manager (1996 to 1999)

- **REVENUE GENERATION:** Set new revenue records and earned Top Sales Producer award in 1997, 1998, and 1999.

Inside Sales Support/Application Engineer (1994 to 1996)

- **3D MODELING & INSIDE SALES SUPPORT:** Created 3D digitized models for marketing a new product and supported sales teams.

Education & Certification

Bachelor of Science in Marketing and Business Administration, University of Wisconsin-Milwaukee, 1987
Associates of Applied Science in Computer-Aided Design/Mechanical Engineering, ITT Technical College, 1994
 Completed Tom Hopkins Sales Bootcamp and Willis Group Sales Dominator Course

Patents

Raab, S., Perreault, D., **Mymudes, S.**, Adams, S., Perez, O., Steffey, K., Pearce, R., Atwell, R. & FARO Technologies, Inc. (2011).
Method, system and storage medium for providing an executable program to a coordinate measurement system.
 (Patent Nos. US6820346B2 and US6612044B2) US Patent and Trademark Office.