

KETH CROTTY

Contact Information Confidential

PROFILE

Dynamic sales leader with stellar record of exceeding goals and propelling sales revenue. Experienced in outside sales, territory management, inside sales, change management and VAR partner development. Consultative sales and technology background in cloud technology, SaaS, on-premise, networking hardware and IT professional service sales. Thriving in fast-paced, independent but collaborative culture I quickly build rapport, gain trust, align goals and drive company performance. Core competencies include:

- Consultative Sales Professional
- Change Management and Execution
- 15 + Years Tech Sales Experience
- Motivated, Entrepreneurial spirit
- Exceptional interpersonal skills
- Surpasses quotas
- Business Development
- Experienced trainer, coach
- Top-notch writing skills
- Team Player
- Highly flexible and adaptable
- “C-level” / Enterprises Sales leader

PROFESSIONAL EXPERIENCE

Company Confidential

MARCH 2010 – CURRENT

Fast-growing leader in corporate software solutions for several verticals. SaaS, Private cloud and On-premise and security focused technologies that help organizations leverage their people, talent and data for strategic advantage.

Sr. Enterprise Sales Executive

- Highly involved in all aspects of sales, strategic planning and execution.
- Grew revenue from \$6,000 in 2010 to \$4,000,000 year-end 2017.
- Currently holds a \$1.75 million dollar quota.
- Out-performed personal quota every year since 2012 (101-119% each year for 5 years).
- Top individual contributor for sales revenue since 2011.
- Hired and trained two full time project managers and the US based support team.
- Technical Sales expert with deep understanding of both sales process and technology.

Dexter + Chaney - SEATTLE, WA

MAR 2006 – JAN 2010

Dexter + Chaney is a leading ERP software developer for the construction and energy industries. Dexter + Chaney's Spectrum and Forefront software manages combined company assets of over \$90 billion. Spectrum provides measurable costs savings in the management of people, assets and operational activities which has helped Dexter + Chaney become one of Seattle's 50 fastest growing companies for the 9 of the last 10 years.

Regional Sales Manager - Outside Sales

- Surpassed quotas: Diamond Club. Sales \$1.3 million vs. \$1.2 million at plan
- 109% of quota for 2009. Hit 121% of quota in 2008, 127% in 2007.
- Sold software, hardware and consulting to enterprise national accounts and government municipalities
- Developed regional referral network consisting of 11 strategic partners tied to core industries

SESAME COMMUNICATIONS - RENTON, WA

MARCH 2003 - MARCH 2006

Sesame Communications is the world leader Cloud and Communications for Orthodontists and Dentists. Sesame's patented medical communications technology allows doctors the ability to collaborate online while securely giving patients access to their pertinent medical, financial and insurance information

Regional Sales Consultant

- Top Sales representative for all 3 years by dollar volume and number of sales

- 47 sales totaling \$664,000 in yearly subscription sales revenue in for 2005
- Key member of team for marketing, strategic planning and pricing strategies
- Strategic partnership development for key products Ortho Sesame and Dental Sesame
- New market development and key account management

COLLEGE EDUCATION & OTHER EXPERIENCE

Bachelor of Science – Bachelors of Science Sociology and Social Science, Excelsior College Albany, NY

Masters of Science - Management and Leadership WGU, Salt Lake City, UT

OTHER EXPERIENCE

- Expert in Consultative Sales including Sandler, Sitkins, and Seica sales training systems.
- Collegiate Athlete (UW & USAFA) Football
- 1994 Scholar Athlete of the Year
- (Former) Competitive power-lifter and Martial Artist
- Over 15 IT certifications including: MCP's, A+, Net+, Microsoft Windows Server.
- Extensive experience in Software, Networking, Microsoft and computer technologies,
- Expert in Salesforce, Dynamics, Sugar and ACT! CRM tools