

George Ferko

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Summary

Dynamic and result-oriented sales leader with over 10 years of experience in driving sales growth, leading high-performing teams, and implementing strategic initiatives in the financial services and technology sectors. Proven track record of transforming sales operations and achieving significant revenue growth. Seeking a VP of Sales or Director + Head of Sales position to leverage extensive experience in sales leadership, strategic planning, product and partner development, and team development to drive organizational growth and profitability.

Experience

PayPal, Plymouth Meeting, PA Jan. 2018-Jul. 2024

Sr. Sales Manager | Head of North America Enterprise Mid-Market Sales

- Spearheaded the creation and assimilation of outbound sales teams, achieving over \$518M in new annual recurring revenue in 2023 up from \$0 in 2019.
- Recruited, trained, and developed 6 managers, a high-performing successor, and >50 account executives in SMB and mid-market.
- Overhauled hiring and leadership development systems, resulting in a high-performance culture.
- Established partnerships with platforms, systems integrators, and consultants leveraging Ecosystem Led Growth and enhanced our data science process yielding incremental pipeline of over 10,000 new accounts.
- Started a feedback loop with Product revamping our card processing product yielding improved product-market fit.
- Achieved four promotions across SMB, Mid-Market, and Enterprise reflecting strong performance and leadership capabilities.

Swift Capital, Conshohocken, PA (Acquired by PayPal) Mar. 2017-Jan. 2018

Sales Manager | Global Merchant Lending Sales

- Achieved #1 ranking in individual production and led the top-performing sales team.

Vector Marketing, Newtown Square, PA Jan. 2013-Mar. 2017

Senior Executive District Manager

- Recruited and trained over 500 salespeople and 30 office staff, leveraging various sourcing channels.
- Consistently ranked in the top 15 nationally for new representative performance out of >350 offices.
- Developed and implemented a comprehensive sales training and development program.

Center for Advanced Materials & Nanotechnology, Bethlehem, PA June 2009-Jan. 2012

Research Assistant

- Researched atomic scale grain boundary transport. Reported and presented these results at conferences and to the agencies funding the research, e.g., the DoE and the NSF
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Skills

Strategic Sales Planning, Sales Team Leadership & Motivation, Sales Forecasting & Reporting, Budgeting & resource Management, Decision Making & Change Management, Innovation & Adaptability, Client Relations & Negotiation, CRM Systems (Salesforce & HubSpot), Sales Management, Hiring & Recruiting Top Talent, Public Speaking, Strategic Relationship Building, Consultative Selling, Enterprise Sales, Commercial Negotiations, E-Commerce, Coaching & Development, Sales Training & Enablement

Publications & Presentations

A Kundu, **GJ Ferko**, MP Harmer, “Complexion” Based Strategies for Controlling the Microstructure and Properties of Magnesium Aluminate Spinel for Armor Applications, ICACC’12, FL, Jan. 23, 2012.

GJ Ferko, A Kundu, MP Harmer, Effect of Ytterbium on Grain Boundary Structure and Grain Growth in Magnesium Aluminate Spinel, MS&T2011, Columbus, OH, Oct. 19, 2011.

GJ Ferko, MP Harmer, “Controlling Grain Morphology Viewed in 3D, MS&T2009, Pittsburg, PA, Oct. 25-29, 2009.

Education

Lehigh University, Bethlehem, PA

B.S. Materials Science and Engineering
Minor Economics

May 2010