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EDUCATION

Villanova University, Philadelphia, PA
Bachelor of Science
August 1999 - May 2003

John Wehren

Sales Executive



PERSONAL SUMMARY

Innovative, customer-centric sales executive with 20 years of experience consistently increasing corporate revenues through new business development and maximizing existing accounts. Accomplished and seasoned sales leader with a proven record of building and scaling successful SaaS sales teams. Proven track record of implementing effective business development strategies to accomplish breakthrough sales objectives while creating unique market-entry strategies. Managing business relationships, building credibility, and establishing immediate rapport with potential clients. Data driven expert with a solid understanding of sales cycle, strategic planning, operations and go to market motions needed to expand market share. Ensuring increased productivity, efficiency, and execution of approved strategies.



KEY SKILLS AND CORE COMPETENCIES

- Overseeing multiple projects, executing strategic analysis and multi-tasking while working under tight deadlines. Ability to work in a fast-paced environment.
- Ability to communicate clear, strategic sales vision, effectively training and coaching team members.
- Optimizing sales and pricing strategy, implementing effective promotional campaigns and strategies, managing high-performance sales team.
- Strong negotiation skills, exceptional problem-solving abilities, and keen client needs assessment aptitude. Demonstrated ability to build and lead teams, facilitating learning and development.
- Building C-Level relationships through many varied engagements, successfully implementing solutions, quickly resolving issues, and closing new business opportunities.
- Implementing transformational strategy for maximum business value, service optimization, and system flexibility; ensuring client success and establishing trusted advisor status with business and executive stakeholders.
- Defining goals, achieving predetermined, long-term strategic outcomes, and creating a forward thinking and motivated working environment.



PROFESSIONAL EXPERIENCE

OpenAsset, New York, NY

August 2018 - Present

Vice President of Sales

- Successfully coach 10 sales team members selling a Digital Asset Management SaaS solution to the Architect, Engineering and Construction Industry.
- Consistently exceeds yearly quota by at least 5% and leads yearly revenue growth by over 50% setting new company records for most revenue and new logos by a sales team four years in a row.
- Create the Sales strategy and objectives on a yearly, quarterly, and monthly basis in order to hit KPI's to achieve success in driving pipeline, win percentage and ACV.
- Coach and strategize my team's sales motions resulting in an 10% increase in win rate (20-30%) and 40% increase in ACV.
- Created and executed the playbook, messaging and workflow for a team of 3-7 SDRs which resulted in 20% increase in pipeline.

EXPERTISE

- New Business Development
- Relationship Development
- Strategic Planning & Execution
- Client Acquisition & Retention
- Prospecting & Lead Qualification
- Pipeline Development
- Territory Expansion
- Key Account Management
- Forecasting
- Quota and Compensation Planning
- Workflow and Process Development
- Sales Tool Optimization
- Proposal Development & Presentation
- Target Marketing & Penetration
- Sales Team Training
- Supervision
- P&L
- Financial Reporting
- Competitive Sales Analysis
- Budget Management
- Policy Formulation
- Sales Presentations
- Closing
- Contract Negotiations
- Strategic Alliances
- Market Expansion
- Resource Management

- Responsible for the creation and execution of our onboarding program including internal workflows and product education in order to decrease the ramp time of new sales hires.
- Responsible for the creation of compensation plans and goals for both AEs and SDRs to ensure the success and happiness of the sales team.
- Optimize, maintain and manage our tech stack internal workflows that allows for accurate forecasting and data analysis.
- Establish strategic direction, critical measures, processes, pricing and costing models, increasing competitiveness, market share, sales, and profitability.

Recrutics, New York, NY

August 2016 - May 2018

Sales Director

- Responsible for the management, training and overall success of 4 Product Sales Reps resulting in 25% increase in sales year over year.
- Created the workflow and processes for the entire sales team including lead tagging and distribution, prospecting outreach strategy/content creation, pipeline management and contract creation.
- Proactively created and delivered monthly/quarterly/yearly sales analytics presentations as well as ad hoc reporting and dashboard creation.
- Analyzed sales report data and making decisions based on trends and productivity metrics.
- Implemented product-marketing strategies, including advertising campaigns or sales promotions.
- Implemented improvement initiatives and standardized strategies to improve sales revenues by maintaining and expanding customer base through identifying new client opportunities and relationship building; aligned sales strategy with group's objectives.

Magnetic Media, New York, NY

October 2013 - June 2016

Sales Operations Director

- Successfully created and managed an Inside Sales team (3 AEs and 3 BDRs) including hiring, tool curation, training, outreach strategy and overall sales process.
- Grew Salesforce.com from an untrustworthy tool to a company wide information hub.
- Lead quarterly and yearly statistical analysis on team, account, and vertical performance to drive insight/recommendations to senior leadership.
- Delivered agreed performance within budget including PL, market share, and customer satisfaction targets.
- Provided dashboards providing senior executives mission-critical intelligence that increased operational and financial forecasting.
- Modified sales operation policies, created budgets, and allocated resources to achieve sales operation goals.

Gannet - USA Today, New York, NY

August 2012 - October 2013

CRM Director

- Head of Sales Operations for a team of 60 Account Executives and 100 sales support totaling over \$100 million in revenue per year.
- Created and implemented innovative projects with the common goal of unifying and optimizing the Sales team's procedures and processes.
- Established competitive sales force implementing aggressive compensation and performance-driven sales-incentive programs.
- Defined and optimized sales cycle, developing standards for customer relationship management.
- Developed and implemented marketing techniques making data-informed decisions by tracking sales metrics and trends.

Meebo - New York, NY**June 2010 - June 2012****Sales Operations Manager**

- Head of Sales Operations for a team of 11 Account Executives in 5 cities across the country in their everyday sales operations totalling \$50 million dollars in revenue per year.
- Responsible for the reporting and forecasting of all revenue on a weekly basis in conjunction with all regional Sales Directors and VPs.
- Lead collaboration efforts across Marketing, Research, Creative, Ad Ops and BD teams to help focus their efforts to align with ad sales needs more closely.
- Point of contact for all sales tools including Salesforce, Dart Sales Manager, Clearslide, Ad Database in order to maximize the usage, productivity and efficiency for all systems.
- Trained Account Managers in regularly scheduled sales pitch sessions.
- Lead all Account Managers and Content Managers in on-boarding and training sessions for new hires.

VICE Magazine - Brooklyn, NY**January 2009 - June 2010****Account Executive**

- Responsible for creating customized and unique multi-platform proposals across Vice's print, digital and event properties in order to win new business totalling \$500K in revenue.
- Managed the licensing and delivery of all VBS Content for TV broadcast and online deals on both a domestic and international level.
- Responsible for a 250% increase in content licensing revenue year over year.
- Successfully launched VBS content on next generation platforms such as iTunes, Boxee, Netflix and On Demand.
- Managed editing & post teams on the packaging and delivery of post-sale content.
- Worked closely with the Executive Management Team to identify new market opportunities. Focused on targeting new prospective customers, building pipeline, closing business in order to create and grow account base.

Yahoo! - New York, NY**January 2007 - December 2008****Sr. Account Manager**

- Managed and built a portfolio of both search and display clients such as IHG, Lenovo, Samsung, GM and Trip Advisor and launched new business with Coke, Kayak and Starwood.
- Sold new search and display international markets as well as products such as Search Submit pro to existing clients resulting in a 134% increase in yearly revenue.
- Evangelized the international search markets to the domestic search teams in order to create a new revenue stream from already existing clients.
- Met or exceeded all goals on quarterly and yearly evaluations resulting in \$7 million in revenue.

Turner Broadcasting - New York, NY**June 2003 - July 2007****Sales Planner**

- Responsible for the online and TV post sale client services of two Account Service Representatives.
- Primary client contact for multiple accounts including Hasbro, WB Theatrical and Subway accounting for \$30 million in total revenue.
- Generated and presented online and cable advertising proposals to media agencies for the sale of top tier clients on both TV and online properties.