

Enterprise sales and revenue leader with 28+ years accelerating growth through consultative and value selling, sales enablement, go-to-market strategy, and CRM optimization. Proven across enterprise, mid-market, and SMB sales in SaaS, telecom, media, higher education, and professional services — an 11-time President's Club winner who builds repeatable revenue systems and coaches teams to measurable outcomes, from greenfield launches to organizations of 160+ sales professionals.

EXPERIENCE

University Development Counselor Grand Canyon University › Advise prospective students through a consultative, full-cycle enrollment process, managing a high-volume remote pipeline against defined targets › Apply disciplined CRM tracking, structured follow-up, and accurate forecasting to convert pipeline efficiently	May 2026 – Present
Fiber Account Executive Bluebird Fiber › Drove fiber acquisition and market penetration across a multi-vertical territory through prospecting, technical discovery, and competitive positioning › Negotiated and closed service agreements, balancing margin discipline with long-term account growth	Dec 2025 – Mar 2026
Marketing & Sales Operations Manager Interstate Graphics › Led marketing and campaign execution across multiple brands, producing sales enablement collateral that improved consistency and win rates › Built sales and marketing workflows with CRM automation (Salesforce, HubSpot, ZoomInfo); developed SOPs for pipeline stages, forecasting, and reporting	Feb – Nov 2025
Account Executive III WTVU — Nexstar Media Group › Sold integrated broadcast and digital advertising across linear TV, streaming/OTT, and digital channels to regional businesses › Hit quota within the first 30 days — ahead of ramp — leveraging 27 years of local business development relationships	Oct 2024 – Feb 2025
Head of Sales Strategy & Operations Evolution Digital Marketing Agency › Led sales strategy, GTM execution, and marketing automation, increasing client engagement 35%+ through systematized, multi-channel programs › Built sales enablement assets and outbound cadences adopted across teams to accelerate pipeline; advised leadership on pricing and forecast accuracy	May 2021 – Oct 2024
HCM Account Executive Paylocity › Managed consultative SaaS sales cycles in a competitive HCM market, leading discovery, solution design, and proposals for multi-stakeholder buying groups; consistently met or exceeded quota	Sep 2020 – May 2021
Enterprise Software Account Executive MPOWER › Built enterprise SaaS pipeline from scratch through outbound prospecting; delivered executive-level demos aligned to compliance and reporting needs	Nov 2018 – Apr 2020
Business Account Executive Comcast Business › Achieved 112% of quota driving broadband and connectivity sales; earned national recognition for territory turnaround (National Sales Award, Hawaii) › Served as regional subject-matter expert for cloud-based commercial services (Business VoiceEdge / cloud PBX)	May 2013 – Jun 2018
Mid-Market Account Executive TDS Telecommunications › Generated \$1M+ net-new revenue in year one within a greenfield territory, closing long-term contracts with mid-market organizations › Developed a LinkedIn social-selling and lead-generation approach later adopted by peers across the team	Mar 2011 – May 2013
Independent Marketing & Communications Consultant Self-Employed › Built demand-generation systems (Constant Contact, Mailchimp) to strengthen client pipeline; grew one client's traffic 416% month-over-month (Google Analytics, WordPress)	Jul 2006 – Jun 2011
Admissions Advisor Colorado Technical University · Career Education Corp. › Executed a consultative, metrics-driven sales process, exceeding national enrollment objectives	Apr 2004 – Jul 2006
Sales Leadership Roles — District / Inside Sales Manager & Supervisor MCI WorldCom › Promoted through multiple leadership levels to lead teams of 160+ sales professionals, including managers and support staff › Achieved 280% of quota as an individual contributor; earned Top Team and multiple management awards	Jul 1997 – Apr 2004

CORE COMPETENCIES

Enterprise & Mid-Market SalesSales EnablementRevenue Operations

GTM StrategyConsultative & Value Selling

Challenger Sale & MEDDICPipeline & Forecast Accuracy

Territory & Account PlanningExecutive Presentations

Team Coaching & Performance

TECHNOLOGY

SalesforceHubSpotZoomInfoApolloGong

Zoho CRMGoogle AnalyticsMicrosoft 365

EDUCATION & CERTIFICATIONS

Grand Canyon University
Doctoral Candidate, Organizational Leadership
In Progress

Louisiana State University – Shreveport
Master of Business Administration

Western Governors University
B.S., Business Administration (Marketing)
Google Digital Marketing & E-commerce Professional Certificate
ZoomInfo Sales Certification

LEADERSHIP & COMMUNITY

- › President — EigerLAB (business incubator)
- › Founder & President — FatherHood United
- › Vice President — Northwest Community Center
- › Board Member — RAMP Center for Independent Living