

# Aaron Dale Yeager

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## Senior Sales Director

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*With a reputation for building world class sales teams and smashing budgets, I have 20+ years' successfully driving revenue growth for multiple business sectors in highly competitive markets. Specializing in building and developing top performing sales teams, I have success in creating and developing a multitude of different sales departments with focuses including (but not limited to) Cloud, SaaS, Web, Ecommerce, Security, Analytics, Social Media Marketing, and B2B commerce.*

### Areas of Expertise

- Regional & National Sales Team Management
- Turnaround Operations | Business Transformation
- Large-Scale, Complex Solution Selling Enterprise Solutions
- Service Delivery Operations & Improvement
- Professional Services
- Account Management, Growth & Retention
- New Product (Program) Development & Launch
- Strategic Alliances and Partnerships
- Direct Sales, Business Development & Marketing
- Brand Building & Management Go-to-Market Channel Strategies
- C-Level Executive Relations

## Professional Experience

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### **RAISED IN COLORADO- DENVER COLORADO**

**Director of Sales** (January 2018-Present) Consultant

Utilizing a customized API, SaaS solution to filter vast amount of siloed data into usable consume insight for building sales teams, supporting existing sales teams, addressing social media, launching marketing campaigns, competitive analysis, consumer engagement, ecommerce security, disaster prevention, threat detection and governing EUA policies. Our solution centers on a deep dive understanding of our clients' needs and returning with a custom solution centered around excitable data. We live, breath, and dedicate ourselves to the success of our client working side-by-side to launch a product effort into a new marketplace.

#### **Achievements:**

- Acknowledged for groundbreaking efforts in developing sales teams that build organizational effectiveness and propels revenue growth.
- Lead company from stagnation into new growth phase by overcoming falling prices, restructuring pipeline and identifying competitive advantages
- March 2018: Achieved aggressive sales metrics exceeding monthly sales quota and business targets by 120% within the first 60 days.
- Contribute to the development of brand strategy and securing new accounts through both inbound and outbound sales, business development, and account management, leading to a 2019 Team of the Year recognition award.
- Partnered with product and marketing teams for go-to market strategies and a target outbound campaign

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## ***SURVEYGIZMO – Boulder, Colorado***

### **Director of Sales** (Feb 2017 to Jan 2018)

Responsible for the sales and marketing of a data-driven SaaS solution for surveying, measuring, and analyzing data driven analytics I directed the global growth strategy with Fortune 500, enterprise accounts, and key revenue generating partners. I Partnered with a full team of engineers, pro services groups, IT professionals, legal offices, and business offices in order to achieve performance objectives and over exceed customers' expectations.

#### ***Achievements:***

- Lead annually revenue growth by doubling revenue from 10,000,000 (2017) to over 21,000,000 (2018)
- Achieved remarkable milestone by uncovering and closing the largest contract in company's history at 1,750,000 annually, contracted for 5 years
- Managed a team of 4 Senior Account Executives, 4 Business Development Managers, 4 Customer Success Managers and 6 Account Managers

## ***DOCUMOTO –Englewood, CO***

### **Sales Director** (April 2015 to February 2017)

Presenting SASS solution providing online part cataloging, inventorying, and purchasing capabilities for major machinery manufacturers and their users. Directed a sales team focused on establishing and securing relationships with targeted fortune 100-500 heavy machinery manufacturers, I trained sales and business development in uncovered opportunities through key account research, social media marketing, Salesforce, LinkedIn, personal investigation, cold call and email marketing campaign, and intro and handoff to (CEE) Customer Experience Experts.

#### ***Achievements:***

- Responsible for finding and closing 4 of the largest accounts leading to a 40% growth in annual revenue
- Promoted from Senior Account Executive to Sales Director within the first 4 months of employment.
- Managed a team of 4 Account Executives, 2 Business Development Managers and 2 Account Managers
- Successfully met and exceeded quota expectations while managing pipeline expansion by over 200%

## **RAYMORE and FLANNIGAN- Pennsylvania**

### **Regional Sales Director** (January 2012-March 2015)

Provided leadership with market analysis, consumer behavior, managerial and individual training, one-on-one coaching, best practices in quota attainment, incentive building and pipeline management. Responsible for 48 direct sales associates including store managers monitoring all activity in upholding company best practices/policies, quota attainment, sales strategies, incentive contests, monthly contests and yearly presidents club for top performers.

#### **Achievements:**

- Promoted from Sales Associate to Store Manager to Regional Director within first year employed
- 2013 Company "Rookie of the year"
- President Club winner 2014, 2015
- Awarded 2015 leadership award for overachieving expectation in quota attainment and associate feedback

## **YAHOO! SUNNYVILLE CA**

### **Eastern Division Director of Sales (Jan 2009 to December 2012)**

My position was responsible for pioneering the sales and marketing of Yahoo's "Store builder" solution from the ground floor. I incubated and expanding core functions of Product Development, Sales Development and Sales Operations. I assisted the direct executive management team in providing consumer behavior, product demand, pricing and target market for Yahoos SaaS ecommerce solution. Led the overall growth and development of Yahoo's store builder suite of products, offering both traditional and SaaS e-commerce suite of solutions to our target audience.

#### **Achievements:**

- Maximized sales potential through developing aggressive marketing and public relations campaign.
- Headed the launch of Yahoos Store builder to a new marketplace
- Consistently overachieved quota attainment leading to a 150% growth of Yearly Revenue Achievement 2013
- Opened up enterprise marketplace for fortune 500-100 accounts leading to a 20% overall year-over-year growth

## **APPLIANT.COM – Seattle, Washington**

### **East Coast Director of Sales (Dec 2004 to Jan 2009)**

Managed a team of Six Account Executives focused on selling our suite of solutions including network services, data security, website analytics and customizable pro services. Responsible for 12 million in annual revenue including new business, client retention, account management and channel (partnership) relationships covering 15 states. Managed the relationships of both Account Executives and Channel Account Managers covering the entire east coast leading to a 40% increase in total company revenue.

#### **Achievements:**

- Drastically overachieved first year's quota by over 100 or 2.4 million in first year business
- Eastern team responsible for companies largest generating account IQVC.com a single contract value of 2.5 million
- Developed the east coast territory including hiring and managing a brand-new channel sales team and developing them from the ground up

## **epix Internet Services- Dallas, Pennsylvania**

### **Director of Sales (May 1998- December 2004)**

Responsible for the direct sales, partner/channel sales and account management of epic full suite for dial-up, website, ecommerce, data, data security, telephony (both service and hardware) and consultative pro services division. Built a webservices group from the ground up including a webmaster/team lead, 8 HTML programmers, 4 graphic artists, 2 data security specialists, 2 marketing specialists and 2 Web sales engineers.

#### **Achievements:**

- Built and managed a new inside sales division overseeing all aspects of finding, interviewing and qualifying top performing sales individuals for our company's new department.
- Trained and supported all company sales divisions in the finding, presenting, proposing and closing our suite of web development solutions and services.
- Responsible for over 50 million in newly developed revenue and retention and management of developing accounts

## **Education**

(1992-1998) **Bachelor of Arts in Political Science/ Pre-Law**

WILKES UNIVERSITY WILKES – Barre, PA

## **Volunteer Work**

### **National Ski Patrol**

Senior Patroller/Instructor (Aug 2010-Present)

Trustee

Alpine Patroller for the NSP working at Arapahoe Basin, Eldora and Winter Park CO

### **Douglas County Sheriff's Department**

(March 2016-Present)

Volunteer Programs coordinator and Instructor, Second chance division, Castle Rock CO

## **Education**

**Bachelor of Arts in Political Science/ Pre-Law** WILKES UNIVERSITY WILKES – Barre, PA

## **References:**

When Aaron joined the company, we were just starting to build out our sales team. We were doing a ton of experimentation around team organization, pricing for our customers and territory/industry alignment. Aaron rolled up his sleeves and jumped right in! He was deliberate and focused in his approach. If you are looking for a hard-working sales rep, Aaron is your man.

### **Dara Ward**

Director Sales

Widgex/ SurveyGizmo

Aaron is an intelligent and skilled Sr. Account Executive who quickly learned the product, policies, and procedures in his department during the tumultuous period of time when the Sales Team was being built. This enabled him to quickly ramp up and become a valuable contributor to the Sales Team and help SG work towards its aggressive sales goals. Aaron's demeanor is always pleasant and friendly towards his customers and fellow employees and I am honored to have the opportunity to work with him!

### **Richard Boberg**

Executive VP

SurveyGizmo

I worked with Aaron for many years in sales and he has all of the talent and skills to take an organization's sales to the highest level. He also worked very hard to expand and develop his management and leadership skills over the last decade. Couple his sales acumen with his management skills and business sense, and now you have a genuine winner you can add to your organization without hesitation!

**Robert Reddington**

Director of Sales

Appliant.com

I've had the pleasure of knowing Aaron for several years. Aaron is a passionate and dedicated person both professionally and personally. He has an inherent skill of communicating and identifying the needs of others and leading conversations toward solutions. He is quick-minded and tactful.

**Sam Picolotti**

EVP Channel Accounts

Toolcase

I've known Aaron for several years he is a diligent hard worker who puts all of his energy into making his projects a success. He is a valuable asset to any company, and you will find out he is a talented, passionate hard worker.

**Ron Pagotta**

Director

National Ski Patrol

I worked with Aaron in the past and he is a very professional and caring individual. Excellent management skills! He works well with a team and always strives to raise the bar!! I recommend Aaron highly!!

**Lori Trigar**

Account Executive

Raymore and Flannigan

Aaron has proven leadership and management skills that he has demonstrated on numerous occasions.

**Greg Cardillo**

Executive Director

Astellas Pharma

Additional documents and/or references available upon request.