

R I C H C O R S E T T I
richcorsetti@gmail.com · (805) 455-4579 · Greater Los Angeles Area

P R O F I L E

Results-driven enterprise sales professional with consistent track record of proven performance & overachievement in a variety of collaborative, cross-functional B2B & B2C environments. Specializing in Software, Cloud Technology & SaaS Applications to Fortune 500/1,000 companies across technology, financial services, healthcare, media & higher education verticals. Knowledgeable & experienced with all aspects of the sales cycle, from prospecting to close. Highly analytical, strategic thinker adept at immediate-needs analysis & market capitalization. Business-minded negotiator who accelerates ROI through CustomerCentric Selling & creative solutions. Infinitely curious, energetic, and engaging communicator quick to establish rapport as a trusted advisor. Consultative seller keen at developing & implementing enterprise-wide strategies that maximize value delivered to C-level executives & integral stakeholders. Relentless focus on customer satisfaction, client retention, and intelligent account growth. Dynamic mentor, coach, and team builder who reliably demonstrates & develops senior sales talent.

E X P E R I E N C E

- O'REILLY MEDIA, SEBASTOPOL, CA 5/17-5/18

ENTERPRISE SALES EXECUTIVE

Generate new business revenue from C and VP-level tech leaders across more than a dozen verticals via SaaS-based learning content platform. Work closely with Sales Operations to proactively develop and execute industry-specific territory and account plans. Facilitate strategic sales initiatives in coordination with marketing teams to drive successful lead generation and new customer acquisition. Monthly/quarterly presentations of forecasting and sales results to executive team.

- CIELO24, SANTA BARBARA, CA: 6/16-6/17

DIRECTOR, SALES

Oversaw sales strategy and growth of products and services across all market segments. Designed pricing structures, developed long-term, consultative solutions, and managed implementation of process/policy standards to achieve corporate objectives. Led, motivated, and grew sales team while engaging product, professional services, internal and business operations, and external partners. Directed channel development activity, coordinated marketing campaigns, and facilitated sales deliverables (including \$6M revenue goal).

- LINKEDIN, CARPINTERIA, CA: 3/15-6/16 (Acquired by Microsoft)

SR. SALES EXECUTIVE

Increased market share of learning solutions SaaS product suite within higher education vertical. Performed territory analysis and developed data-driven prospecting tools for more targeted selling. Hosted showcase events and product demonstrations for additional lead generation. Achievements included 121% of quota, highest average selling price for all products, 2nd most new business revenue, 2nd most total contract value company-wide, 4th most renewal revenue company-wide, and 6th most total revenue company-wide.

- LYNDA.COM, CARPINTERIA, CA: 7/11-6/16 (Acquired by LinkedIn)

SR. ACCOUNT EXECUTIVE

Drove initial penetration and growth of multiple verticals via SaaS products & services. Top performer who overachieved quotas and earned President's Club every year in addition to numerous accolades including: highest average selling price, most new business revenue, most total revenue, highest percentage over quota, and largest number of 6-figure transactions. Redesigned pricing structures used across sales division. Team lead, active mentor, and regular contributor to new hire training & ongoing support sessions across all teams (including presentations on effective prospecting, engaging C-level executives, maximizing sales operations & closing large deals).

* Continued

■ CITRIX, SANTA BARBARA, CA: 7/08-7/11

SR. ACCOUNT EXECUTIVE

Acquired new business accounts & revenue via diverse SaaS product suite. Built strategic territory plans and managed all aspects of sales from creation to close. Drafted comprehensive quarterly business plans and provided quarterly/monthly/weekly forecasting of revenues. Achieved President's Club annually for exceptional performance (overachievement between 8 and 17%), multiple instances of #1 overall performance and largest total bookings company-wide, largest single sale across all acquisition teams, and 30+ sales of more than 4x average deal size.

■ ORACLE, REDWOOD SHORES, CA: 4/05-7/08

BUSINESS DEVELOPMENT CONSULTANT

Facilitated acquisition, development and cross-selling of cloud portfolio (SaaS, PaaS, IaaS) to multi-sized enterprises within California, Pacific Northwest and Rocky Mountain territories. Managed investments and uncovered opportunities to eliminate coverage gaps through strategic account analysis. Partnered with marketing department, system engineers and product managers to coordinate technical, sales and marketing operations. Achieved 112% average of quarterly quota (\$1.2 - 1.6M) and exceeded annual revenue goals by over \$1.5M collectively.

■ PEPSICO, WALNUT CREEK, CA: 4/03-4/05

MANAGER, FIELD SALES

Trained and managed team of field personnel in addition to the development, planning, and execution of sales and distribution for 50 high-profile accounts within critical East Bay market. Consulted clients on changing trends, local and national marketplace initiatives, and viable opportunities to increase traffic and expand core business areas.

Drove incremental volume and maximized market share with 57% of accounts producing historical highs and territory growth of more than 30% YoY.

■ SEARS HOLDINGS, SACRAMENTO, CA: 4/02-4/03

FIELD SALES EXECUTIVE

Managed new business and overall revenue from diverse home improvement product line within extensive Northern California region. Responsible for product demonstrations and pitches, job bidding, price negotiations, contract procurement, and all aspects of customer service. Performed weekly forecasting of customer base and carried out comprehensive financial reporting for jobs sold and projected future revenues. Achieved over 100% performance for region.

■ VALLEY MEDIA, SACRAMENTO, CA: 9/99-4/02

SR. MANAGER, MARKETING

Started as a rep and secured marketing dollars from 2 major and 50+ independent record labels with accountability for all marketing functions. Promoted to management, responsible for a \$10M annual budget and team of marketing associates, in addition to creating, selling and implementing numerous and varied marketing programs. Achieved highest marketing-to-sales revenues in company history for both major record labels (WEA- 5.3% & BMG- 6.7%). Accountable for bi-weekly presentations to executive staff and all associated financial reporting responsibilities.

E D U C A T I O N

UNIVERSITY OF CALIFORNIA, DAVIS - DAVIS, CALIFORNIA
BACHELOR OF ARTS, COMMUNICATIONS