

SENIOR MARKETING/SALES/ BUSINESS DEVELOPMENT

Talent Profile

Over 25+ years' experience in senior and executive level marketing, business development/sales, and business unit leadership roles, both domestically as well as internationally, in a number of industry domains including computer networking, IT, telecom, smart grid, as well as distributed energy: solar, energy storage, EV charging, and Microgrids. Successfully launched the first commercial sales at several startup ventures as well as founded small "go to" teams at Fortune 500 companies focused on key emerging markets, new business models, and new channels to market, subsequently scaling them to large multi-functional organizations spanning several product divisions delivering hundred million-dollar revenue streams.

Most recently, was VP of Sales and developed a unique and highly patented bi-directional power conversion technology for high value add applications including peak shaving, battery backup and resiliency, microgrids, EV charging with buffer batteries, and EV2G. Over the last three years, developed a large network of partners in energy storage, EMS and BMS, EV charging, system integration, project development, etc. as well as end customers in these application segments.

- Identify High ROI Markets, Partners, & Customers: Conduct insightful market and ecosystem analyses that identify key products/solutions, customers, partners, competitors, and threats
- Implement Customer/Partner Engagements that Accelerate Revenue Generation: Prioritize customers/partners and key decision makers, craft meaningful value propositions, and implement effective customer/partner engagements that lead to PO's
- Accelerate/Scale Revenue Generation: Lead and grow highly effective sales and marketing teams that utilize value-based selling and high leverage marketing programs to accelerate buying behavior. Expert in maximizing sales via channel partners including OEMs, distributors, resellers, and other ecosystem partners.
- Build Business Relationships that deliver Long Term Revenue Streams: Execute strategic relationships with key industry players by means of high-volume supply agreements, joint marketing programs, and technology licensing arrangements, among others, that create market leading positions and accelerate revenue generation for the parties
- Leverage M&A activities to speed up Time to Market and Revenue Generation: Conduct impactful market, company, and technology due diligence, and M&A events such as licensing and JV's

Accomplishments

- Founded & led an OEM Business Unit selling solutions that grew sales from \$0 to \$325M in 4 years and generated pre-tax profits > 30%
- Led a sales team that generated \$50M and achieved EBITDA positive in the first year of commercial sales at a manufacturing startup
- Closed a \$50M/year development and supply agreement spanning several BU's for an enterprise class integrated services platform comprised of WLAN & Ethernet switching functionality

To learn more, contact
Rob Weiska at
rw@egretconsulting.com.

.....
Egret Consulting Group
egretconsulting.com



EGRET
CONSULTING GROUP