



EDUCATION & CERTIFICATIONS

- University of Oregon:** B.S. Human Physiology
- CompTIA:** Strata for Information Technology Sales
- Sandler Selling System:** Sales Management Training Program
- Disney Institute:** Leadership Excellence and People Management
- HubSpot:** Sales CRM + Inbound Sales Certifications
- Google:** Digital Sales Certification
- Take Flight Learning:** DISC Instructor Certification

EXPERIENCE

Aug '20-Present CHIEF REVENUE OFFICER
ATL Communications

- Ensure performance, strategy and alignment of ATL's revenue-generating departments.
- Actively participate in key deals/partnerships to reinforce relationships and maximize win rates
- Hire, coach, train and develop Sales and Account Management professionals
- Monitor and report on funnel and activity metrics to ensure attainment of growth targets

Jan '18-June '20 DIRECTOR OF ENABLEMENT
G5 Search Marketing

- Develop sales and operations strategies focused on analyzing historical performance to deliver better processes, enhanced reporting & analytics, higher quota attainment and reduced churn
- Design, build and maintain onboarding and coaching systems (L&D) to entire organization with a focus on customer facing roles
- Orchestrate Sales, Marketing, Customer Success, Product and Finance to provide business counsel on how to best drive forward sales initiatives

April '17-Jan '18 CHIEF OPERATIONS OFFICER
Shape Integrated Software

- Increased ARR by 20% in 8 months via sales process and product improvement
- Implemented and managed Hubspot sales CRM and email marketing software
- Prospected via cold call, email and in person to clarify market need and value proposition

Dec '13-April '17 VICE PRESIDENT OF SALES
Agency Revolution

- Increased new customer acquisition by 358% compared to 2015 via sales, partner, product and staff development.
- Improved proposal and agreement process by 800% (pandadoc.com/clients/agency-revolution/)
- Identify and manage individual KPI's to drive behavioral and revenue results in both sales and retention teams

June '05-May '13 PRESIDENT; MANAGING PARTNER
CBT Nuggets

- Grew ARR from < \$1MM to over \$13MM
- Ground up development and continued innovation of sales, marketing, retention and operations teams
- Project management of in-house developed products into successful commercially viable offerings

April '03-June '05 SENIOR ACCOUNT EXECUTIVE; NATIONAL ACCTS
Qwest Communications (now CenturyLink)

Feb '01-March '03 ACCOUNT EXECUTIVE
RIO Communications (now InfoStructure)



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SKILLS

- Software** HubSpot (admin), Salesforce (admin), Google Enterprise, Mac OSX, MS Office Suite, Trello, Slack, MS Teams, HackPad, Pandadoc (admin), ShoreTel (admin), Infusionsoft, Zoho, Canva, Asana, Intercom, Articulate 360, Vyond, Absorb, Zoom, Shape.io.
- Volunteer** Honor Flight of Oregon

"First Class. We hired Hayes to build our sales team and our sales systems as our software company was just starting to grow. He embraced the challenges with vigor, professionalism and enthusiasm. He hired quality people. He developed quality systems and processes. And - happiest of all - we made sales. It wasn't long after Hayes left that we sold to a private equity firm. I know that one of the things that impressed them most was the quality of our sales team - and the systems that supported them. Hayes is a genuine sales professional that you can count on for integrity, intelligence and energy." -**Michael Jans; Founder of Agency Revolution**

"I admire you in so many ways...I'm thankful for your intelligence, dedication and continual growth. You're a stand up fellow." -**Maggie Hubbell; CEO of Agency Revolution**

"Hayes helped us lay a foundation that we will build from for years to come. He brought insights to our team by creatively applying lessons learned from scaling companies before to the unique problems we faced. Always great to have someone in the room cementing a culture of caring deeply about the customer and product." -**Jon Davis; Co-Founder of Shape Integrated Software**

"Hayes has built a solid and repeatable onboarding process and is being pulled into several key initiatives for G5. Hayes has earned the respect of the team as well as leadership - not an easy task. He ramped with minimal direction while taking 6 reps under his wings that either started with him, or shortly after him. I am very pleased with the impact that was made in Sales and AMO. More than anything - I am thrilled to have Hayes on the team. And the team (strongly) shares that sentiment." -**Mike Wolber; VP of Multifamily at G5**

"Thank you Hayes for another great quarter. G5 is very lucky to have a smart and dedicated leader that spends his time focusing on their career development. I feel lucky to have you as a business partner to help bounce ideas and issues off of. Thank you for listening to what the business needs and helping with the new sales reps." -**Carrie Percich; VP of Human Resources at G5**



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