

Michael Conrad

SALES & REVENUE LEADER | GTM STRATEGY & TEAM BUILDING | SAAS & ENTERPRISE SOFTWARE

Target Roles: VP of Sales | VP of Business Development | Sales Manager | Business Development Manager

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PROFESSIONAL SUMMARY

Sales and revenue leader with 15+ years building, scaling, and turning around high-performance teams across SaaS, the Salesforce ecosystem, and enterprise software. Recruited repeatedly into growth-stage and post-acquisition environments to build GTM infrastructure, CRM discipline, and sales organizations from the ground up - then to develop the managers and systems that keep performing after the initial build is done. Led distributed teams across North America, EMEA, and APAC, with a track record of double-digit revenue growth, improved forecast accuracy, and process discipline that survives leadership transitions.

Several recent engagements were intentional, fixed-scope assignments - brought in specifically to build a function, stabilize a team through an acquisition, or launch a GTM motion from scratch. That pattern reflects a leadership specialty in build-and-scale environments, not tenure instability, and is noted by engagement type below.

CORE COMPETENCIES

Sales Team Leadership | Business Development | AE/BDR/SDR Management | GTM Strategy | Revenue Operations
Pipeline Optimization | Forecast Accuracy | Territory Planning | Channel & Partner Sales | Acquisition Integration
Coaching & Career Development | Compensation Design | Customer Success Alignment | Deal Escalation Support
Salesforce CRM | Clari | Gong | HubSpot | Outreach | ZoomInfo | MEDDPICC | Challenger | Solution Selling

PROFESSIONAL EXPERIENCE

Independent Consultant - Revenue Leadership System

Apr 2024 - Present

Self-Employed | Boston, MA

Engagement type: Independent consulting - advising Inside Sales and BDR teams on pipeline design and coaching structure between fractional leadership assignments.

- Advise Inside Sales and Business Development teams on prospecting cadence, lead qualification, and coaching structure, helping teams move from ad hoc outreach to repeatable, structured pipeline generation.
- Design pipeline stage criteria and CRM evidence standards, and build Sales-and-Marketing SLA frameworks for lead routing and handoff.
- Build manager coaching cadences and first-30/60/90-day operating plans for teams standing up a BDR/SDR function for the first time.

Fractional Director of Sales & Marketing

Jan 2025 - Sep 2025

Madison Ave Consulting | Boston, MA (Remote)

Engagement type: Fractional, greenfield build - hired to launch a full sales and marketing function for a Salesforce consulting and OEM/ISV app division.

- Built the GTM strategy, sales process, and outbound motion from zero, generating roughly \$500K in new-deal pipeline within the first six months while simultaneously standing up the team.
- Hired and coached a cross-functional group of BDRs, Account Executives, and customer support, implementing prospecting cadences and account prioritization from day one.
- Raised lead-to-opportunity conversion approximately 40% by rebuilding qualification criteria, messaging, and follow-up discipline.
- Launched a Salesforce Channel Partner program, coordinating enablement directly with Salesforce RVPs, AEs, and BDR teams.
- Redesigned the compensation model and introduced performance accountability frameworks, improving operational efficiency by 15%+.
- Supported strategic deal escalations, aligning executive priorities, pricing, and next-step ownership on high-value opportunities.

Fractional Director of Sales, North America

Sep 2022 - Mar 2023

AMCS Group | Boston, MA

Engagement type: Fractional, rapid-growth scale-up - brought in to lead five regional teams through aggressive U.S. market expansion and to merge teams following acquisition.

- Directed five full-cycle regional sales teams - New Business, Renewals, Government/Industrial Safety, Transportation, and Manufacturing - delivering 35% annual revenue growth and a 15% market-share gain.
- Rebuilt forecasting and territory planning around Salesforce dashboards, giving executive leadership real visibility into pipeline for the first time.
- Aligned field sales with marketing and channel partners through predictive outreach programs, improving pipeline quality across all five teams.
- Partnered with Customer Success and Implementation on complex deal escalations to keep customer outcomes, pricing, and delivery expectations aligned.

Senior Manager, Global Inside Sales

Feb 2021 - Jan 2022

Quest Software | Boston, MA (Remote)

Context: Hired to unify a global inside-sales team following Quest's acquisition of Irwin Software.

- Led a 10-person BDR/inside-sales team spanning North America, EMEA, and APAC, improving lead conversion 18% by standardizing qualification and coaching cadence across regions.
- Unified CRM reporting across Salesforce, Clari, and Xant into a single pipeline view, lifting operational efficiency roughly 15% and sharpening forecast accuracy.
- Managed execution across multiple time zones and sales motions without flattening regional differences in buyer behavior - same standards, different playbooks.
- Built structured coaching cadences that raised quota attainment and gave the team a shared language for pipeline inspection.

Director, New Business Development

Sep 2018 - Jan 2021

Resilience360 (DHL) | Boston, MA (Remote)

- Built the DHL Channel Sales partnership (PowerSellers Program) from scratch, generating \$5M+ in new pipeline in year one.
- Trained and enabled hundreds of DHL sales reps globally on the Resilience360 risk-analytics platform, creating a repeatable partner-enablement framework later adopted across additional DHL service lines.
- Managed international sales enablement across partner teams, aligning process, territory strategy, and executive escalation paths.
- Led the full platform migration off DHL's internal systems, standardizing collaboration on Microsoft Teams.

Director of Inside Sales, Accenture Cloud First

Mar 2011 - Aug 2018

Accenture Cloud First (formerly Cloud Sherpas / Innoveer Solutions) | Boston, MA

Spanned three organizational chapters through two acquisitions: Innoveer Solutions -> Cloud Sherpas -> Accenture.

- Built the inside-sales function from zero to \$45M+ in annual revenue, exceeding a \$35M quota across multiple business units.
- Designed the lead qualification and handoff process connecting Marketing, Inside Sales, and Field Sales inside Salesforce.
- Partnered with Salesforce AEs and RVPs on joint territory plans and co-selling motions, expanding into advisory and managed services.
- Guided the team through two acquisitions without losing quota attainment, culture, or rep retention - recognized by Salesforce as a top U.S./U.K. lead-generation team leader.

EDUCATION

Bachelor of Science, Communications Media - Video Production

Fitchburg State University

RECOGNITION

- Recognized by Salesforce as a Top U.S. and U.K. Lead-Generation Team Leader.
- Honored by DHL for PowerSellers Channel Innovation and Partner Enablement.
- Consistent above-quota performance across inside sales, BDR, and full-cycle leadership roles.