

ROGER J. FUHRMAN

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SALES OPERATIONS/CUSTOMER SUCCESS EXECUTIVE BUSINESS DEVELOPMENT | OMNI-CHANNEL MARKETING | STRATEGIC PLANNING

Entrepreneurial, innovative professional with demonstrated global success in business development, market analysis, sales strategies, and marketing plans within diverse sectors and markets. Flexible and adaptable with excellent interpersonal and communication skills to foster change, incorporate innovation, and implement strategies throughout all levels of the organization. Possess strong understanding of how to navigate a growing organization with the agility to respond to the needs of the business and changes in the market and evaluating the merit of new tactics and approaches to hunt for new business while maintaining and strengthening relationships with current clients. Experience with rapid growth within startup organizations.

EXPERIENCE

Northern Lights Technology Development, Minneapolis, MN

January 2024 – Present

DIRECTOR OF SALES

Northern Lights Technology Development (part of Taylor Corporation) is an innovative global technology firm specializing in Information Technology and Business Process Support. We alleviate the strain of technology management from businesses that face challenges in talent acquisition, budget constraints, or lack of infrastructure to support robust IT systems. I am responsible for the GTM Strategies for NLTD offering outside of the Taylor Corporation. I manage a staff of BDR's, Account Executives, and Marketing Teams. This position reports to the President.

RJF, LLC, Minneapolis, MN

April 2023 – December 2023

INDEPENDENT CONSULTANT

I assist enterprises in staying at the forefront of innovation as they develop and implement their Sales and Marketing Go-To-Market (GTM) strategies. This involves employing methods like thorough analysis for clarity, coordinating teams for effective outcomes, utilizing analytics to assess strategies and measure their impact, and actively managing tasks and programs to ensure the successful execution of projects that yield a significant return on investment. Among my clients are esteemed organizations such as Interlog USA, Vettigo, Mibit, and Enable Interactive Technologies.

SKYKIT, Minneapolis, MN

October 2022 – April 2023

EXECUTIVE VICE PRESIDENT – SALES, MARKETING, CUSTOMER SUCCESS, & CHANNEL

Skykit is a powerful workplace experience and SaaS digital signage platform. With Skykit, you can distribute your content to any screen, anywhere in the world utilizing our remote management devices. Target Markets include, e-Commerce, Higher Education, Finance, Healthcare, Legal, Manufacturing, Government, Retail, Logistics, Enterprise Accounts, and many others.

Responsible to lead revenue generation and customer retention teams achieve growth and valuation goals. Managed a team of 17 that consisted of Account Executives, Sales Development Representatives, Content Writer, Product Marketing, Marketing Creative Design, Channel/Partnership, Sales Engineers, Customer Success, and Customer Experience.

Collaborate with product development team to provide feedback from sales teams and customers. Ensure that product capabilities align with customer needs and that planned features are in line with market trends. Work with the product team to ensure that sales teams have the tools they need to sell effectively. This position reported to the CEO.

Several positions, including mine, were eliminated due to additional round of funding was not secured and extreme budget cuts were made.

RESULTS

- Achieved 15% strategic ARR growth by creating an outbound SDR Team
- Increased sales activity by 30% by revising the entire sales process to align with corporate objectives and goals
- Aligned SFDC (CRM) process to effectively create transparency in reporting and activity
- Increased Customer Expansion by 15% by revising the customer experience process
- Aligned Sales Engineers to sales process to become more efficient and assist with competitive analysis
- Realigned marketing initiatives to support the sales process

GROWTHZONE, Minneapolis, MN

March 2020 – October 2022

EXECUTIVE VICE PRESIDENT – SALES & CUSTOMER ENGAGEMENT

GrowthZone is an Association Management Software built in the cloud that assist member-based organizations grow and retain membership, generate revenue, engage and communicate with members and prospects, and streamline their day-to-day operations. Primary Target Markets include, Chamber of Commerce, Realtor Associations, Home Builder Associations, Financial Associations, Healthcare Associations, and many others.

Revised entire sales process and strategies align with corporate objectives and goals. Assisted with the transitioning to a professional sales and service organization. Managed a team of 22 that consisted of Account Executives, Sales Development Representatives, Sales Engineers, and Customer Success/Experience.

Implemented an outbound SDR Team that proactively and consistently grew sales leads. Aligned the Account Executive Team to assigned verticals to assist in creating thought leaders within their niche. This position reported to the CEO.

RESULTS

- Created a new line of revenue by expanding into the Realtor Association and Home Builder Association space
- Increased YOY sales by an average of 25% for three (3) Years
- Increased outbound leads by 25% by creating an outbound calling initiative
- Maintained 96% Customer Revenue Retention by implementing a strategic onboarding process for customers
- Increased GrowthZone market awareness through increased SEO, LinkedIn postings, and attending strategic conferences
- Met annual sales quota for three (3) consecutive years
- Assisted with private equity acquisition

Open Access Technologies, Inc. Minneapolis, MN

January 2019 – March 2020

EXECUTIVE VICE PRESIDENT – SALES (Contract/Consultant)

Open Access Technologies provides accessible SaaS technology products and services to aid businesses and institutions in becoming and maintaining Section 508 compliant. Target Markets include, Higher Education, Finance, Healthcare, Legal, Manufacturing, Government, Retail, Logistics, Enterprise Accounts, and many others.

Developed and streamlined sales and marketing processes to create an Enterprise Sales Team to proactively increase revenue. Recruited and hired remote staff to support our company objectives. Drive sales negotiations, craft sales positioning and presentation approach, assist with proposals and pilots, and help drive the pipeline for high-profile “strategic” accounts. Create, improve upon and audit sales processes and support resources through formal training programs and management coaching. As a result, the company was acquired by Crawford Technologies. This position reported to the CEO.

SITEIMPROVE, Minneapolis, MN

2011 – 2019

EXECUTIVE VICE PRESIDENT – SALES & MARKETING

Siteimprove is a people-centric, \$100M ARR SaaS company driven to help businesses achieve their digital potential by creating an accessible, purposeful, and performant web experience for all users. Siteimprove is a leader in content experience, inclusivity, and marketing performance and our 550+ employees serve over 7,000 customers worldwide.

Executed business development strategies to build comprehensive sales and marketing teams of over 200 employees in the United States, Canada, Australia, Ireland, Scotland, and the United Kingdom to ensure that the organizational and sales goals of the organization were met. Reported directly to the CEO.

Extensive market knowledge within, but not limited to; Higher Education, School Districts, Legal, Fortune/Enterprise, City/County/Local/Federal Government, Hospitality, Manufacturing, Healthcare, Non-Profit, Finance/Banking, Digital Agencies, and e-Commerce.

RESULTS

- Grew annual recurring revenue from \$10m to over \$85m in eight years
- Increased sales more than 55% year over year consecutively for the six consecutive years
- Increased U.S. office employees from 4 to over 180 in seven (7) years
- Created and actualized Omni—channel marketing strategies that aligned with organizational sales objectives and resulted in increased ROI (Return on Investment)
- Created internal teams to support the rapid growth. (CX, SDR, Training, Legal, HR, Recruiting, Marketing, & Support)

DIRECTOR OF CUSTOMER RELATIONS/INSIDE SALES

Interlog USA, Inc. is a full-service international freight forwarder and NVOCC that provides shipping services to companies across the globe. Interlog USA will also store your goods within their warehouses.

I directed the Marketing and Communications, Customer Service and Account Management departments of a logistics company which supplied clients with reliable, cost effective and secure freight solutions for their businesses. Develop and align sales organizations talent to meet commercial strategy and targets. Enhance sales staff effectiveness through focused, intensive, and measurable staff development, training programs, coaching/mentoring and education. Incorporate succession planning and bench-building into overall staff development strategy.

On-boarded, trained, and developed a team of Inside Sales Representatives, Customer Service Supervisors as well as assigned staff in Los Angeles, Dallas, and Minneapolis.

RESULTS

- Increased sales frequency of orders with existing accounts by 12% by proactive outbound calling campaigns
- Increased sales by 15% by utilizing marketing automation and lead scoring within the CRM

EDUCATION

Bachelor of Arts in Mass Communications, CLARKE COLLEGE, Dubuque, IA

AWARDS & ACCOLADES

- 2023 - [CIO Today](#) - Highly Acclaimed Tech Leader of the year 2023
- 2022 - [Industry Era Publication](#) - Top 10 Admired Leaders of 2022
- 2021 - [Prism Events, Inc.](#) - Top 100 Tech Innovators and Influencers Award
- 2019 - [Intercon](#) - Top 50 Leaders in Technology
- 2019 - **American Association of Inside Sales Professionals** - Top 25 Sales Leaders
- 2015 - 2021 - **Clarke University** - Distinguished Alumni Award
- 2017 - **Minneapolis Chamber of Commerce** - Best In Business (Break-Out Business of the Year)
- 2016 - **Minneapolis/St Paul Business Journal** - Titans of Technology
- 2013 - 2016 - **Star Tribune** - Top Places to Work in Minnesota
- 2012 - 2017 - **Minnesota Business Magazine** - 100 Best Companies to Work for - MN

Speaking Engagements

- 2024 - **Speaker/Panel at Emblaze Leadership Summit** – Real Stories of Revenue Leadership
- 2023 - **Speaker/Panel at AA-ISP Leadership Summit** - Optimizing Inside Sales/Funnel Selling
- 2022 - **Speaker/Presenter - Encouraging the Heart** - The Leadership Challenge
- 2022 - **Speaker/Panel at AA-ISP Leadership Summit** - Coaching Essentials for Remote Teams
- 2021 - **Speaker at Sales Secrets Summit** - Seamless AI
- 2019 – **Speaker/Panel at 8x8** – Eliminating Silos Through Workplace Collaboration
- 2019 – **Speaker/Panel at Intercon Annual Conference** – Value of Migrating to a SaaS Model
- 2018 – **Speaker at Midwest Contact Center’s Association** – Value of Customer Service
- 2018 – **Speaker at Kentico Annual Conference** – Improving the Value of your Website
- 2017 – **Speaker at Legal Marketing Annual Conference** – Value of Web Analytics
- 2017 – **Speaker at National Association of Government Webmasters** – Why Accessibility Matters
- 2016 – **Speaker at the United Nations** – Digital Inclusiveness