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## **ROGER J. FUHRMAN**

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### **CHIEF REVENUE OFFICER | B2B SaaS GROWTH EXECUTIVE**

#### **Revenue Architecture | GTM Strategy | ARR Scaling | RevOps | Board Leadership**

Transformational SaaS revenue executive with 15+ years building and scaling high-performance commercial organizations. Proven track record driving ARR from \$10M to \$85M+ and building global teams exceeding 200+ employees across Sales, Customer Success, Marketing, and Revenue Operations.

Architect of unified revenue engines spanning new logo acquisition, expansion, renewals, partnerships, and vertical market penetration. Deep expertise in SaaS metrics including CAC payback, LTV, NRR, churn reduction, ARR modeling, capacity planning, and forecasting infrastructure.

Experienced executive partner to CEOs, Private Equity sponsors, and Boards during rapid scale and acquisition events. Known for building predictable, data-driven revenue systems that accelerate growth toward \$100M+ ARR.

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#### **CORE CRO COMPETENCIES**

- Revenue Ownership & P&L Management
  - SaaS ARR Growth Modeling
  - Go-To-Market (GTM) Architecture
  - Vertical Expansion Strategy
  - Revenue Operations Infrastructure
  - Forecasting & Scenario Planning
  - Sales Playbook Development
  - Compensation & Incentive Design
  - ICP & Segmentation Strategy
  - Customer Retention & NRR Growth
  - Enterprise Sales Execution
  - Board & Investor Reporting
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## PROFESSIONAL EXPERIENCE

### NORTHERN LIGHTS TECHNOLOGY DEVELOPMENT

Director of Sales & Marketing | 2024–Present

Revenue leader for global custom software and SaaS technology division (U.S., China, Philippines, India). Own full GTM execution including pipeline development, sales strategy, vertical targeting, marketing alignment, and partner ecosystem expansion.

- Built unified GTM motion across AI, mobile/web development, and SaaS platforms
  - Lead BDR, AE, and Marketing teams with clear revenue accountability
  - Developed ICP frameworks and vertical segmentation strategy across healthcare, logistics, eCommerce, and manufacturing
  - Implemented revenue analytics dashboards and pipeline governance
  - Partner directly with President on growth strategy and expansion initiatives
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### GROWTHZONE (Private Equity-Backed SaaS)

Executive Vice President – Sales & Customer Engagement | 2020–2023

Cloud-based Association Management Software (SaaS)

Full ownership of Sales, SDR, Customer Success, Sales Engineering, and Revenue Enablement functions.

- Scaled revenue organization from 3 to 22 direct reports
- Increased YOY sales an average of 25% for three consecutive years
- Maintained 96% customer revenue retention (strong NRR foundation)
- Launched outbound SDR engine increasing lead flow by 25%
- Built structured onboarding process improving retention and expansion
- Expanded into Realtor & Home Builder verticals, creating new ARR streams
- Played key leadership role in private equity acquisition

Developed:

- Verticalized sales playbooks
- Capacity models and quota planning
- Compensation alignment tied to revenue growth
- Forecast discipline and CRM hygiene standards

Reported directly to CEO and PE stakeholders.

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## **OPEN ACCESS TECHNOLOGIES (Acquired by Crawford Technologies)**

Executive Vice President – Sales | 2019–2020

Enterprise SaaS accessibility platform (Section 508 compliance)

- Built enterprise sales organization from the ground up
  - Designed sales processes, positioning strategy, pricing frameworks
  - Recruited and scaled remote national sales team
  - Led strategic account negotiations and enterprise pilots
  - Implemented structured pipeline and forecasting process
  - Contributed to successful acquisition outcome
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## **SITEIMPROVE (Global SaaS | \$100M ARR)**

Executive Vice President – Sales & Marketing | 2011–2019

Global content experience and digital optimization SaaS platform.

Key architect of U.S. revenue expansion.

- Grew ARR from \$10M to \$85M+ in 8 years
- Delivered 55%+ YOY revenue growth for six consecutive years
- Scaled U.S. organization from 4 to 180+ employees
- Built full revenue engine: Sales, SDR, CX, Marketing, Enablement, Legal, HR, Recruiting
- Expanded internationally across U.S., Canada, Australia, UK, Ireland, Scotland
- Developed omni-channel marketing strategy aligned with pipeline targets
- Helped position company for private equity investment

Led:

- Sales segmentation strategy
- ICP definition across multiple verticals
- Compensation plan architecture
- Revenue forecasting models
- KPI dashboards and performance governance
- Cross-functional alignment with Product and Marketing

Reported directly to CEO and Board-level stakeholders.

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## **INTERLOG USA (Logistics & Freight)**

Director of Customer Relations & Inside Sales | 2010–2011

- Increased sales by 15% via CRM automation and lead scoring
  - Increased order frequency by 12% through outbound campaigns
  - Built training and development programs to improve sales productivity
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## **BOARD & EXECUTIVE LEADERSHIP EXPERIENCE**

- Executive revenue voice in PE-backed environments
  - Presented forecasts, growth strategy, and expansion models to CEOs and investors
  - Experienced in scaling toward \$100M ARR thresholds
  - Strategic advisor to SaaS and technology organizations
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## **EDUCATION**

Bachelor of Arts – Mass Communications  
Clarke College (Clarke University)

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## **SELECT RECOGNITION**

- CIO Today – Highly Acclaimed Tech Leader
  - American Association of Inside Sales Professionals – Top 25 Sales Leaders
  - Intercon – Top 50 Leaders in Technology
  - Minneapolis/St. Paul Business Journal – Titans of Technology
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