

# 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, Artificial Intelligence (AI), 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.

### EXPERIENCE

**Northern Lights Technology Development**, Minneapolis, MN January 2024 – Present

#### DIRECTOR OF SALES & MARKETING

Subsidiary of Taylor Corporation with operations across the U.S., China, the Philippines, and India. I lead the Go-To-Marketing (GTM) strategies and efforts promoting custom software development, web and mobile applications, AI-driven solutions, and e-commerce platforms outside the internal Taylor organization. I am responsible for the creation and execution of the sales and marketing strategies. This includes direct responsibility for the website, marketing content creation, conferences/events, speaking engagements, etc. I serve a diverse client base across manufacturing, e-commerce, logistics, and healthcare sectors, delivering digital transformation and operational efficiency through innovative technology and a global talent network. I manage the staff of BDR's, Account Executives, and Marketing Teams. This position reports to the President.

**RJF, LLC**, Minneapolis, MN October 2022 – Present

#### 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, Orangesoft, and Enable Interactive Technologies.

**GROWTHZONE**, Minneapolis, MN March 2020 – April 2023

#### EXECUTIVE VICE PRESIDENT – SALES & CUSTOMER ENGAGEMENT

GrowthZone is an Association Management Software built in the cloud that assists 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. Scaled and managed a team from three to 22 direct reports 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.

Created, implemented and streamlined the sales and marketing processes from scratch to an Enterprise Sales Team that proactively increased 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 by 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)
- Assisted with private equity acquisition.

**INTERLOG USA**, Minneapolis, MN

**2010 - 2011**

**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-board, train, and develop 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

- 2024 - **Clarke University** - [Distinguished Alumni Award](#) - Outstanding Achievement
- 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
- 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

- 2026 - Speaker - [CrossLike](#) - Winning Before You Arrive: Using LinkedIn to Build High-Value Conference Relationships
- 2025 - Moderator - [Health & Beauty Summit](#) - Health & Beauty Brands Mastering Social Commerce
- 2025 - Speaker - [Twin Cities Startup Week](#) - ROI of Providing Exceptional Service
- 2024 - Speaker at [WorkTech](#) - Los Angeles - Emerging Trends in Technology
- 2024 - Speaker/Panel - [Emblaze Annual Revenue Summit](#) - Real Stories of Revenue Leadership
- 2023 - Speaker/Panel - [AA-ISP Leadership Summit](#) - Optimizing Inside Sales/Funnel Selling
- 2022 - Speaker/Presenter - [Encouraging the Heart](#) - The Leadership Challenge
- 2022 - Speaker/Panel - [AA-ISP Leadership Summit](#) - Coaching Essentials for Remote Teams
- 2021 - Speaker - [Sales Secrets Summit](#) - Seamless AI
- 2019 - Speaker - [SalesIntel](#) - Increasing Your Marketing ROI by 200%
- 2019 - Speaker/Panel - [8x8](#) - Eliminating Silos Through Workplace Collaboration
- 2019 - Speaker/Panel - [Intercon Annual Conference](#) - Value of Migrating to a SaaS Model
- 2018 - Speaker - [Midwest Contact Center's Association](#) - Value of Customer Service
- 2018 - Speaker - [Kentico Annual Conference](#) - Improving the Value of your Website
- 2017 - Speaker - [Legal Marketing Annual Conference](#) - Value of Web Analytics
- 2017 - Speaker - [National Association of Government Webmasters](#) - Why Accessibility Matters
- 2016 - Speaker - [United Nations](#) - Digital Inclusiveness