

# AMY V. SLATER

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## PROFILE

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- Leader in technology sales with a proven track record in sales operations, sales management, including SaaS, CRM, CPQ, networking, security/privacy, media/ad tech, data analytics, video monetization and emerging Cloud platforms.
- Inspires and builds successful teams and meaningful customer relationships.
  - Rebranded Rovi company culture to *One Rovi* to drive improved employee satisfaction and enhanced customer experience
  - Implemented Client Director Sales Model for better customer engagement
  - Top sales performer at Cisco; Sales Achiever FY-09 and FY-10 (\$70M quota)
  - Top sales leader at Salesforce.com, FY'12 128% and FY'13 126%
  - #1 Sales Group Vice President, Acxiom, FY'14 106%
- Proven leadership, project management and analytical skills. Keen listener with ability to establish strategic, transformational client relationships. Culture ambassador; Self-starter with a passion for quality.

## PROFESSIONAL EXPERIENCE

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### **Amy Slater Consulting**, San Francisco, CA

12/16 - Present

- Engage with high technology companies around sales operations, sales strategy, with a focus on transformation, coverage and capacity, metrics and tracking, and tools and support.
- Act as interim executive in the areas of client success, sales leadership, and sales operations executive.
- Motivate and coach executives around leadership and the resulting impact on culture, revenue, and innovation.
- Design methodology around operational excellence and the corresponding lifecycle associated with business transformation.
- Deliver motivational Keynote Speeches around social selling, positive mindset and effective leadership.

### **TiVo** (formerly Rovi Corporation), Santa Carlos, CA

8/14- 12/16 *Senior Vice President, Worldwide Sales Operations*

- Set strategic direction for the WW Sales Operations organization, articulating a vision and strategy to improve sales engagement, create operational efficiencies and drive results.
- Develop and execute a training plan to elevate WW field selling and strategic account planning.
- Design, implement, and manage sales forecasting, planning, and budgeting processes.
- Leverage salesforce.com platform to refine and standardize sales processes across the organization, improve operational efficiencies, drive sales productivity and improve customer satisfaction.
- Design, implement and deploy CPQ and CLM platform, processes and training
- Lead sales and operations and marketing teams in development of virtual sales playbook.
- One of three executive advisors for pilot Leadership Development Program.

**Acxiom, Redwood City, CA**

9/13 – 8/14 *Group Vice President Sales, Media, Entertainment, Tech and Telecommunications*

- Reported to the Chief Revenue Officer.
- Effectively managed the P & L for the assigned accounts and territory within Acxiom.
- Grew \$100M sales plan from 93% of forecasted YTD revenue to finish the year at 106% in High Tech, Telco, Media and Entertainment accounts across North America; ranked #1 Group VP for FY'14.
- Developed talent across various roles from Client Director to Sales Vice President.

**Salesforce.com, San Francisco, CA**

5/11 – 9/13 *Regional Vice President, Enterprise Corporate Sales*

- Recruited, trained and developed 14-person new business sales team supporting Enterprise customers in Southern California, Arizona, Nevada, Kansas, Missouri, Texas, Oklahoma, Louisiana and Arkansas.
- Engaged in C-level dialogue around business transformation across industries, inclusive of automotive, oil and gas, manufacturing, finance and healthcare.
- Peak Performers Club FY'12 128%; Peak Performers Club FY'13 126%, Q1 FY'14 102% (\$12M annual new revenue target).
- Negotiated customer contracts for SaaS solutions around CRM, Customer Service, Business Portals, Mobility, Marketing and Cloud Platform technologies.

**Cisco Systems, Inc., San Jose, CA**

10/10 – 4/11 *Regional Sales Manager, Commercial Segment*

- Hired, trained and led Sales teams responsible for selling all Cisco product solutions across Cisco Core, Advanced and Emerging technologies such as WebEx and Cloud Offerings.
- Quarter over quarter growth in industry business segments of Retail, Healthcare, High Tech Manufacturing and Finance.
- Drove Revenue Quota of \$72M in new product acquisition.
- Developed local events to showcase emerging technology to customer segments.
- Recognized for successfully leading cross-functional teams in support of business initiatives.

**Cisco Systems, Inc., San Jose, CA**

2/06 – 10/10 *Client Director, Transformation Team, Enterprise*

- Consistent Top performer with year over year growth since FY06; 58% Product growth FY06 to FY09.
- FY10 115%; Sales Achiever, FY09, 122% Attainment; \$61M revenue for Kaiser Permanente.
- Drove and managed adoption of Cisco Core, Advanced and Emerging technologies; over 100% achievement in Advanced Technology objectives.
- Established Kaiser Permanente as a Lighthouse Healthcare account in products and services.
- Revenue growth positioned Kaiser Permanente as one of Cisco's first Transformational Accounts.
- Aligned with Services team to Achieve two key Cisco Advanced Services wins in the Unified Communications space as well as Advanced Services for Network Refresh at Kaiser.

**AT&T, San Francisco, CA**

3/03 – 1/06 *Director of Sales, Signature Client Group*

- Led teams responsible for AT&T's service and support to multinational business customers in the areas of local service, long distance, data and network services, IP services, business continuity and disaster recovery services.
- Managed Signature Client Directors and Account Executives in all areas of selling process, contract negotiations and account management.
- Drove and managed financial levers of revenue base of \$100M. Customers included The Gap, CSAA, PG&E, Levi, Safeway and Healthnet.
- Managed and grew \$20M global voice and data network for Visa USA.

**Splitrock Services, A McLeod USA Company, Chicago, IL**

7/99 – 8/00 *Director of Sales, Midwest Region*

- Joined Pre-IPO start-up organization to rapidly hire and train wholesale Internet sales force in the Midwest/Northeast Regions (IL, IN, WI, IA, MN, MO, OH, MI, ND, SD, NE, MA, NH, CT, NY); responsible for \$50 million annual new sales quota and all budget responsibility.
- Drove sales of Internet dial to ISPs, and VPN services to corporations; developed and implemented sales strategy, managed technical resources, and negotiated customer contracts.
- Helped select and evaluate Sales Force Automation tool for nationwide sales force.
- Determined geographic sales territories and vertical markets for most effective market penetration.
- Awarded "Rock Star" award for outstanding contribution to the 1999 Sales and Marketing Team.

**Qwest Communications International** (formerly LCI), Chicago, IL

6/98 – 7/99 *Illinois Region Senior Sales Manager (Qwest)*

- Managed ten Sales Representatives with an existing customer base of over \$26 million in annual revenues; products include long distance voice, broadcast fax, teleconferencing, Private Line, Frame Relay, Broadband Services, Internet Access and Web Hosting.
- Drove sales of broadband services, managed technical resources, tracked provisioning deadlines and negotiated customer contracts.
- Awarded top team award for Q2'98 President's Circle; awarded President's Circle for personal achievement Q1'98; earned "Take the Challenge Award" for Q4'98; top manager for November '98 (420% of quota).
- Ranked 2 of 100 managers at 177% of quota YTD '98; Chairman's Club award 1998.

2/95 - 6/98 *Illinois Region Senior Sales Manager (LCI)*

- Managed Sales Representatives with a customer base of over \$24 million in annual revenues; products included local and long distance voice and data services, conference calling, broadcast fax and Internet services.
- Team sold LCI Chicago's largest Frame Relay Network to financial services company.
- Exceeded quota 19 of 24 months; earned President's Club awards Q3'95, Q4'95, Q3'96 and Q4'96; Ranked 6 of 50 managers in 1995 and 1996; Chairman's Club award 1995 and 1996.
- Ranked 4 of 50 managers in 1997 at 130% of quota; achieved Q1'97 and Q4'97 President's Circle awards; top team award for Q3'97 President's Circle; Chairman's Club award 1997.

**Cable & Wireless, Inc.**

2/94 - 2/95 *District Sales Manager, Chicago, IL*

- Managed sales representatives selling long distance voice services to businesses; managed an account base of \$7.2 million in annual revenues; carried a new revenue quota of \$26K/month.
- Increased national office ranking by 25% during first eight months in position.

11/92 - 2/94 *Sales Representative, San Francisco, CA.*

**EDUCATION**

**University of California, Berkeley**  
*BA International Political Economics*

Graduated with honors and distinction; emphasis in International business; California Alumni Scholar; Member, Golden Key National Honor Society; U. C. Berkeley Honorary Scholarship.

**PROFESSIONAL ENGAGEMENTS/AWARDS**

- 4/14 Keynote Speaker, Forrester Event, *How to Deliver More Relevant, Real-time Customer Engagement*
- 11/14 Panel Speaker, DOMO Event, *Women in Leadership*
- 10/14 Member, Advancing Women Executives
- 7/14- 7/15 Successfully self-funded and completed One Year one-on-one coaching with a professional coach
- 4/16;5/17 Keynote Speaker, Apttus Accelerate, San Francisco, *Motivating and Scaling Global Sales and Product Teams*
- 9/16 Keynote Speaker, LinkedIn Sales Connect 2016, *To Sell is Still Human*

10/16 Top 100 Sales Operations and Sales Enablement Leaders, *Hot Topics Magazine*,  
<https://www.collectivei.com/hot-topics-top-100/>

7/17 Motivational Keynote *Will the Real You Please Stand Up?* Univera Corporation, Seattle, WA

8/17 Keynote Speaker, *To Sell is Still Human*, Xchange 2017, Orlando, FL

10/17 Panel, Sales Thought Leaders, LinkedIn Executive Sales Forum, The Future of Sales  
<https://www.youtube.com/watch?v=HtimRhaC80o&t=12s>

10/17 # RealSales Campaign for LinkedIn, The Real Face of Sales  
<https://business.linkedin.com/sales-solutions/real-face-of-sales>