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VICE PRESIDENT OF COMMERCIAL OPERATIONS

An emotionally intelligent, creative vice president with over 15 years' experience within EdTech and SaaS. Excellent history of driving sales, services & marketing teams to accelerate growth and evolve commercial operations on a global scale. Ambitious and seeking new opportunities to lead in the role of Senior Vice President, Chief Revenue Officer, Chief Operations Officer, or in the capacity of leadership training and mentoring.

SKILLS

Executive Leadership | Operational Leadership | Revenue Growth | People Leadership | Strategic Leadership | Vision Building | International Sales | Inside Sales | Field Sales | B2B & B2C | Sales, Services, & Marketing Strategies | C-Suite Reporting | Sales Process Design | Results Delivery | Data Driven Decision Making | Organizational Change | Mentoring & Coaching | Collateral Creation & Call to Action | Pipeline Management & Forecasting | Performance Management | Talent Management | Thought Leadership | Complex Negotiations | Market & Competitor Analyses | Public Speaking

TECHNICAL SKILLS: Salesforce | Pipedrive | Adobe Photoshop | Microsoft Excel

WORK EXPERIENCE

VICE PRESIDENT OF COMMERCIAL OPERATIONS | 12/2019 – Current | Edmentum.com

- Responsible for year-on-year growth and the overall strategic vision for the business.
- Full ownership of all sales, services, and marketing operations outside of North America (B2B & B2C)
- Leading a senior team of director level professionals to achieve results.
- Implemented a strategic sales and advocacy team to accelerate partnerships and government relations.
- Achieved 1025% growth between 2019 and 2023. (£755k to £8.5m.) 2023 results were record breaking.
- Responsible for all pipeline build, accurate forecasting, and sales delivery.
- Supported the closure of multimillion dollar government level contracts across the Middle East and India.
- Developed new B2C channels via a Dual Diploma offering increasing immediate revenue and pipeline.
- In 2023, achieved business leading retention rates of 135% via a focus on customer experience.
- Conducted thorough market analyses and research in order to evolve go to market strategies.
- Ensured territory and persona specific marketing strategies to increase brand awareness and appeal.
- Thorough performance management and development of team focusing on a culture of high performance.
- Regular sales forecasting and roll up to the CRO. Developed dashboards to allow risk and shortfall analyses.
- Influence at C-Suite level as to business direction, with key knowledge about international markets.

COMMERCIAL DIRECTOR | 05/2016 - 12/2019 | Edmentum.com

- Pivoted the business to focus primarily on international growth via new channels (B2B & B2C.)
- Responsible for delivery of all key performance indicators and ensuring revenue growth globally.
- Grew bookings from £4.2m to £5.5m through a focus on expansion, new business & affiliate partners (B2C.)
- Built an international business development team which accelerated overall growth.
- Evolved a 'Services Lifecycle' to ensure that end users received the right implementation and support.
- Grew the marketing team to allow dedicated focus on brand building and international territories.
- Instrumental in the creative overhaul of front-line customer messaging to ensure buy in (B2C)
- Worked 'on the ground' internationally to be present at trade events and secure new partnerships.
- Was a project lead in executing the strategic restructure of the UK business function.

HEAD OF COMMERCIAL OPERATIONS | 08/2009 - 05/2016 | EducationCity.com

- Responsible for the performance of all UK sales, services, and marketing operations.
- Established an international sales team that accelerated the overall revenue performance of the business.
- Grew bookings from £3m to £4.2m driven through the leadership of UK and International sales strategies.
- Evolved distinct B2B & B2C channels looking at differentiating school and home educator business.
- Achieved the businesses first international awards (ERA & GESS global supplier of the year)
- Identified international consultants to help with the acquisition of market intel and go-to-market strategy.
- Worked across AsiaPac to evaluate potential partnerships and deliver onboarding.

CREDIT & RISK MANAGER | 01/2009 to 08/2009 | HSBC / Global Payments

- Responsible for judgmental lending decisions in relation to new and existing businesses
- Ensuring the provision of highly detailed 'Risk Calculations' to underpin lending decisions.
- Engaging with senior leadership to present risk portfolios for businesses at high revenue thresholds
- Provision of "Best Practice" to ensure that the acquisition of new business conforms to credit policy.

OPERATIONS MANAGER | 12/2007 to 01/2009 | HBOS PLC

- Responsible for the full leadership of an eighty fte Credit Card and Personal Loans Contact Centre.
- Ownership over operational KPI's reporting to the Department Head of Commercial Retail Banking.
- Highly detailed and data driven approach to understanding operational performance bandwidths.
- Coaching and mentoring seven team managers in relation to sales skills.
- Fully engaged in being the face of the operation, delivering communications and results to the floor.
- Production and facilitation of coaching and development plans.
- Side by side coaching, call monitoring and real time sales feedback.
- Produced best in class scores in relation to call scoring and performance matrix results.
- Using data to understand areas of opportunity and coaching.
- Motivating teams to deliver outstanding customer service and business results.
- Responsible for attrition rates and succession planning.
- Forward looking approach to business to understand risks and ensure plans in place to combat these.
- Production of innovative incentives to uplift results in both short and medium term.
- Built and owned a "customer experience" initiative to provide improved service.
- Delivered leadership workshops to 100+ staff within all areas of the business.

EDUCATION | BSC (Hons) Sociology, 05/2001 | University of South Wales, Cardiff | 1st Class with Honours
Level 1 Diploma, 01/2023 | Leicester School of Psychodynamic Counselling, Leicester