

Michael Hopwood

Boise, ID • mike.hopwood84@gmail.com • (408) 306-6042

<https://careerwebfolio.com/michaelhopwood/>

Senior Executive: Sales Strategy Development & Execution

Engineering / Physics degree plus 25 years experience in: Start-up Funding, Global Sales & Channel Management Development, IT Management, Engineering Innovation Collaboration, & Operations Management

EXECUTIVE SUMMARY

CORE COMPETENCIES

- Customer Needs Analysis
- Domestic / International Sales
- Software/Hardware Engineering Development
- Regulatory Compliance
- Channel Management
- Business Development / M&A
- Sales Operations
- Contract Negotiations
- Strategic / Tactical Planning
- Global OEM and Distribution Partnerships

A senior sales strategy and execution executive with extensive experience in growing and managing worldwide sales channels. Leadership and coordination of sales, operations, marketing and finance groups. Aptitude for understanding technology and implementing industry best practices. Proven ability to drive development and bring to market SaaS and cloud software offerings to enterprise customers.

Areas of Interest: Cyber, AI, Machine Learning, Blockchain, HPC Automation Tools, Hyper-Converged Computing, Storage, & SDN

As a senior executive, led a semiconductor start-up company from zero to \$80 million in annual revenues, and to a public offering, positioning the firm for future acquisition by a Fortune 100 company. This ultimately resulted in the firm being acquired by Broadcom. Also responsible for corporate it, global sales, business development, field / technical engineering and engineering development collaboration at the same company.

PROFESSIONAL EXPERIENCE

ORBIS COMPLIANCE, LLC

Morgan Hill, CA

A provider of professional compliance and certification services for Fortune 500 firms in the telecom, medical, safety, battery, energy efficiency, environmental, and consumer product sectors in Latin America and Asia.

Vice President of Sales

2017 – Current

Create the fundamental sales team building blocks to strengthen the sales process.

- 300% increase in sales positioned for the next 18 months through the development of infrastructure and application of metrics to measure performance consistency.
- Created actionable sales funnel and support team through redesigning Salesforce.com application for the company.

E2OPEN, INC. (Formerly Entomo, Inc.)

Bellevue, WA

Vice President of Sales

2013 – 2016

Built the sales and marketing teams, implementing a plan and process to accelerate revenue growth. Bolstered company culture while focusing on providing solutions for the semiconductor / components, computer peripherals, consumer electronics, and industrial manufacturing markets.

- \$7.44 million revenue generated by developing a team that landed the two largest contracts in company history.
- \$597,000+ of new three-year income engagements generated within nine months by identifying and closing Microsemi, Elo Touch, and Toshiba's SSD division.
- Closed ISV agreement with Salesforce.com working with ISV management and sales to increase exposure of company's channel management solutions to established Salesforce.com customers.
- 500% contract size increase by redefining go-to-market strategy and leading a transition from single module annual deals to multi-module / multi-year / high dollar enterprise engagements.
- 300% growth in closure rate and 100% surge in active prospects achieved by redefining sales operations and go-to-market strategies, simplifying product definitions, and presenting clear solutions for customers to incorporate the enterprise solution base.

PLATTE RIVER SYSTEMS, INC.

Silicon Valley, CA

A producer of cloud based, enterprise level CRM software focused on sales information management (SIMS) for semiconductor and other high-tech sales and executive teams.

Chief Executive Officer | Chief Sales Officer

2006 – 2013

Drove business planning, investor relations, funding and finances, strategic partnerships, and product definition. Developed the sales strategy and the enterprise sales methodology.

- Defined and worked with engineering to create the first ever, enterprise level, Cloud platform to integrate OEM, Representative and Distribution POS information to create one system used by all parties to forecast, quote, log design activity, commission and provide complete data analytics for the complete channel network.
- \$1.75 million in multi-year contract engagements recorded with major public companies and fast-growing startups by targeting and meeting specific customer needs with adaptive software solutions.
- Turned a profit in the third year and positioned company for future growth by leveraging awareness of the market and customer base while multiplying partner engagements.
- \$750,000 in angel investments produced in two rounds of financing by developing a sound business plan for product launch, development, and market penetration. Presented to key financial relationships, bringing in first time and follow up investors.

—Additional Experience—

BROADCOM (Formerly PLX Technology, Inc.)

Sunnyvale, CA

A semiconductor manufacturer of PCI express switches, bridges, and endpoints facilitating the creation of storage arrays, SSDs, routers, and servers from major companies worldwide.

Vice President of Sales and Business Development

Led the worldwide sales team, business development, channel partners, field applications, technical applications, and IT. Managed up to 40 direct reports.

- \$3.7 billion in sales facilitated for Cisco's largest selling Access platform gained by establishing a strategic OEM contract / partnership with Advanced Micro Devices (AMD), provisioning a key platform component.
- \$48 million in income, representing more than 61% of total income, and company rank as number one in the industry achieved by spearheading the strategic building of vendor relationships with major fortune 100 companies including Cisco, Oracle (Sun), IBM, Dell (EMC), Intel, and Huawei (China).
- \$80 million in global revenue grown from zero by targeting the best possible channel partners, establishing global representative offices and facilities, and training and supporting global partnerships.
- 65% gross margin against an industry standard of 35% to 40% posted through a consistent focus on product value and company support / reputation rather than only the raw price.

INTEL

Santa Clara, CA

World leader in processor development for computing platforms and consumer electronics.

Sr. Field Sales Engineer

- 110% plus winner, growing a territory from zero to \$8.5 million in annual revenue from emerging networking, video, and systems companies. Including a systems company purchased by Intel for their strategic position and growth.
- Grew field-engineering experience to include CPU design, memory architectures, and I/O performance at both the chip and system level.

EDUCATION & PROFESSIONAL DEVELOPMENT

**Bachelor of Science
in Physics / Engineering**
Pacific Lutheran University

ExecRanks Courses – Governance, Finance, Mergers & Acquisitions, Growth Management, Fundraising