

JASON A. EVANS

Eldersburg, MD 21784 | (410) 925-8142 | Jason.A.Evans116@gmail.com | <http://careerwebfolio.com/jasonevans>

SALES & BUSINESS GROWTH LEADER

Fast-Tracking Revenue Growth • Driving Strategic Decisions • Developing Talent

Relationship-oriented sales and business growth leader with extensive experience creating and executing in-depth business plans to drive revenues and strategic growth initiatives. A motivating leader developing top performers to accelerate software and hardware product sales to government, education, commercial and Fortune 500 companies.

Proven expertise in solution selling, consultative sales, channel partner development and territory management achieved by responding to the unique goals of customers. A goal-driven, ethical executive focused on coaching, mentoring and empowering teams and individuals to achieve common goals and quotas. A trusted business partner with a history of developing complex growth tactics and reaching strategic decisions to enhance performance and improve profitability.

CORE COMPETENCIES

- Strategic Sales Initiatives
- Relationship / Partnership Management
- Business Development / Planning
- Strategic Planning / Tactical Execution
- Cultivate Sales Accounts / Pipeline
- Brand / Product Management
- Develop Top Performers
- Cross-functional Leadership
- Customer Focused Cultures

PROFESSIONAL EXPERIENCE

Contrast Security | DC Metro Area

2022

Contrast Security is the leader in modernized application security, embedding code analysis and attack prevention directly into software. A 7-year-old private company based in Los Altos, CA with over 400 employees and sales exceeding \$50M.

Senior Sales Manager, Federal

Brought on to lead the company's objective to obtain and acquire new prospective clients in the DOD space. Build out a new pipeline of opportunities, clients and VAR channel partners to create a foundation of business in this specific space. Specialize in selling the full security platform that accelerates development cycles, improves efficiencies and cost, and enables rapid scale while protecting applications from known and unknown threats.

ON24 | DC Metro Area

2021 - 2022

San Francisco based public company providing a leading cloud-based platform designed to create, scale, and personalize engaging experiences that drive measurable business growth. Through interactive webinars, virtual events, and always-on multimedia experiences, ON24 provides a universal system of engagement.

Regional VP of Sales, Public Sector

Guiding company through the creation of a Public Sector vertical market by implementing plans to accelerate FedRAMP certification, build out a credible VAR partner channel program, prospect for new clients to build pipeline and close sales opportunities to government agencies throughout Federal, State and Local municipalities.

- **\$200,000+ average sale amount negotiated** for software and service products by examining market demand, calculating revenue projections, developing penetration strategies and ensuring alignment with targets.
- **Amplified earnings by concentrating direct sales efforts** on government agencies and educational institutions.

Thursby Software Systems | DC Metro Area

2020

Recently acquired by Identiv Inc. with a focus on providing enterprise and government security software for personal mobility devices, generating \$4 million in annual sales while employing a team of 12.

Director of Sales and Marketing

Created a plan to accelerate revenue growth by prospecting for enterprise level opportunities, building full VAR reseller channel program and recruiting partners, forming new strategic partnerships, initiating product development of two new solutions, and developing new marketing initiatives.

- **Initiated and implemented** new reseller channel program to include the creation of a VAR agreement, deal registration business rules, building out a partner portal, and recruiting new reseller partners.
- **Hunted** for multi-million-dollar enterprise level opportunities at the highest levels of government.
- **Entirely overhauled** the existing marketing collateral and implemented new business development strategies.
- **Developed new partnerships** with multiple well known technology companies to integrate Thursby SDK into their mobile application solutions.

Oracle | DC Metro Area **2018 - 2019**

Multinational computer technology corporation selling database software and technology, cloud engineered systems, and enterprise software products.

Senior Director of Federal Sales

Developed and implemented a comprehensive strategy, maximizing Oracle's product opportunities with the Department of Defense. Built successful relationships, generated and achieved monthly forecasts, managed escalation and participated in strategic and tactical planning.

IBM Aspera | DC Metro Area **2016 – 2018**

A software division of IBM contributing \$100 million in annual earnings and employing 200+ individuals.

Director of Federal Sales

Led the federal government sales function, generating and submitting RFPs instrumental to perpetual licenses and software as service (SaaS) product offerings of high-speed digital assets transfers. Support junior staff ensuring top performance for the negotiation and sale of enterprise level solutions.

- **108% of sales target attained** by cultivating customer satisfaction and growing the pipeline.
- **Boosted accuracy of forecasts, enhanced follow through** and clarified potential opportunities by transforming the effectiveness of the sales pipeline to optimize efficiency.
- **Ensured individual and team fulfillment of revenue objectives** by clarifying direction, coaching members and establishing a collaborative environment.
- **Improved satisfaction ratings and drove demand** by devoting 75% time in the field to strategize and deliver customer-centric solutions.
- **16% increase in clientele realized** by developing and leveraging cost benefit analysis results and ROI reports.

Rimage Corporation | DC Metro Area **2008– 2016**

Privately held manufacturer of digital archival technologies with peak sales of \$120 million annually and 250 employees.

Sales Manager, Public Sector | 2013 – 2016

Controlled the complete government business sales organization for North America.

- **Company record achieved for income generation** by leading and coaching the government division to exploit opportunities and strengthen alliance with channel partners.
- **Heightened year-over-year revenue growth**, raised brand awareness and improved recognition of product benefits by deploying market penetration strategies targeting law enforcement agencies at federal, state and local levels.
- **191% of revenue objectives obtained** by focusing team on vertical markets and prospecting as well as supporting talent in key account management.

Regional Business Manager | 2008 – 2013

Administered \$5+ million territory within the Mid-Atlantic and Southeast regions with full responsibility for building and supporting a network of top-performing channel partners.

- **\$1.3 million revenue added by recognizing and opening the sports video vertical** while aligning with marketing to customize brand identity in support of sales strategy.
- **Recognized with the president's club award for three consecutive years** by devising tactical plans to build and leverage a network of distribution partners in addition to increasing direct sales activity.

CODI, Inc. | DC Metro Area **2006 - 2007**

Manufacturer operating in the laptop accessories industry with \$5.4 million in annual revenues and 50 employees.

Regional Sales Manager

Onboarded to oversee a nine-state region with profit and loss accountability (P&L) for new and existing business. Utilized consultative sales approach to discover the needs and wants of senior executives representing Fortune 500 companies.

- **121% of sales quota reached** by increasing output and enhancing new business from existing customers while identifying and landing new prospective clients.

**EDUCATION**

**Bachelor of Science
in Business Administration**

University of Baltimore