

# Jeffrey Ogden

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## Sales/Marketing Executive

Visionary leader who excels at building and orchestrating global marketing and sales organizations that deliver exceptional results

- ❖ Equal blend Business Strategy and hands-on Operational Leadership.
- ❖ Expert driving demand for company's products and services -- mapping Go to Market approaches, developing Value Propositions and crafting strategies to fill sales funnels with high quality leads.
- ❖ Implement sales approaches that lead to deal win rate of 80+%, shorter than normal sales cycles and high margins.
- ❖ Utilize strong communications skills to gain confidence of customers, employees, and senior managers.
- ❖ Exceptionally creative and intelligent with outstanding problem-solving skills. Intense work ethic and drive.

### EXPERIENCE:

#### NSA Computer Exchange

1990-1996, June 2006 to Present

*Value Add Reseller of ERP and CRM from Infor*  
Vice President, Sales and Marketing

**Challenge:** Invited by CEO to return to firm I led for 6 years. Turn around stagnant company. Realign and re-energize teams in response to changing market conditions.

**Action:** Design and implement a best practice demand generation process while expanding the product portfolio and re-energizing sales team to increase revenue.

#### Financial and Operational Results

- Tripled value of sales funnel in 6 months.
- New partners doubled rate of revenue growth in 9 months.
- Exceeded all revenue and profit targets.
- Moved company from #6 to #1 on VAR ranking after one year

#### JLO Sales Consultants, Inc.

12/2004-12/2006

*Best practices sales and marketing advice: Sales recruitment and compensation, training, go to market strategies, marketing messages, and metrics*  
Founder and CEO

**Challenge:** Launch sales and marketing firm. Manage startup and take it to profitability by building a group of satisfied clients.

**Action:** Full business leadership responsibility. Obtain funding. Develop leads. Negotiate contracts. File all tax reports.

#### Financial and Operational Results

- Created target database and devised/deployed marketing campaign -- Pipeline more than doubled -- from under \$500K to \$1.2 million -- in just 90 days.
- Created Premier Accounts initiative, growing profits over 35% first year -- focusing sales efforts on largest /most profitable accounts

**OutlookSoft Corp.**

11/2003-12/2004

*Corporate Performance Management (CPM) software*

Pharmaceutical Industry Leader

**Challenge** Joined startup to help launch the firm. Deliver quick results with new client win in my first 60 days and used close relationship with senior executive (CEO) to close \$600K deal in second quarter.

Was approached by President – asked me to lead the company’s 1st vertical market initiative–pharmaceutical.

**Action:** Recruited partner with industry expertise and worked closely with them to build out needed go to market ingredients, such a personalized demonstration, marketing collateral and partner development. As we were a startup, we need funds. I campaigned for a won badly needed \$15,000 in go-to-market funds from Microsoft and built relationships with IBM to get into more joint customers

**Financial and Operational Results**

- Produced a win in my first 60 days and many more in our new target market
- Exceeded financial objectives.

**Business Objects Americas**

11/1999-4/2002

*Business intelligence software*

Global Manager for the General Electric Company

**Challenge:** Joined established business intelligence software vendor simply in a sales role – though I was new to the industry. Got right to work, built funnel of qualified opportunities and won all – winning the **Top Rookie award** for quota achievement.

Because I handled a couple of GE locations I learned of the problems the company was having with this complex global account – revenue was stagnant and the client was dissatisfied. I requested responsibility for the global account and – to my surprise – it was given to me.

This is where the challenge began. There was no global program, no global marketing, no global process and no global team. But as I say in the tagline, I’m about Business Strategy and hands-on Operational Results.

**Action:** I built and nurtured global team. My marketing team helped me craft tools I needed. I devised and implemented global sales process. I led the team that won and delivered my “lighthouse deal” -- a management dashboard for the Chairman/CEO of GE Capital Corporate.

**Financial and Operational Results**

- Delivered first year revenue increase of 284% (from \$2.1 million to \$6.8 million).
- Won “lighthouse” deal (Digital Cockpit for Chairman and CEO of GE Capital) and a Six Sigma Quality Management System with GE Appliances – first sale of new analytics product.
- Led most successful team in company – who closed *100% of qualified deals*.
- Won “Top Rookie” award in first quarter at 168% of quota, qualified for President’s Club in first year.
- Wrote **Strategic Accounts Action Plan** – based on lessons learned from GE – a 90-day leadership plan.

**Optum Software**

6/1996-10/1999

*Warehouse Management Software*

## Sales Manager

**Challenge:** Joined small software vendor in new industry for me – pure hunter role.

**Actions:** Learned product, competition, space, thought leaders, value proposition and used strong communications skills to fill funnel with opportunities. Departed when the company was acquired – I did not like direction they were taking company, and highly regarded manager resigned.

### **Financial and Operational Results**

- Sold key accounts including largest transaction in company history, over \$3MM at a very small discount (under 10%). Negotiated pricing, terms & conditions.
- Held nationwide sales responsibility and consistently exceeded quota.

## **Unisys Corporation**

1983-1990

Account Manager

**Challenge:** Joined hardware vendor in pure hunter role – possessing neither experience nor technical knowledge.

**Actions:** Rapidly learned product, competition, space, and value proposition. Learned and maximized compensation plan becoming one of highest earners in the company. Over the years I was asked to lead the pre-sales team and to assist the Regional VP with realignment of staff in a merger (this man went on to become President and CEO of NASDAQ.)

### **Financial and Operational Results**

- Consistently met and exceed quotas
- Took on and exceeded expectations in all challenges requested by management.

## **EDUCATION:**

**University of Notre Dame**, BBA Marketing, 1982

## **TECHNICAL and SALES KNOWLEDGE:**

Power Base Selling, Sandler Sales, Selling to VITO, Controlling the Complex Sale, Target Account Selling, Solution Selling and Customer Centric Selling, APICS certified.