

THOMAS Z. WILSON

555-555-5555 | TWilson59401@gmail.com | LinkedIn/In/ThomasZWilson.com

Summary

VICE PRESIDENT BUSINESS DEVELOPMENT

Global Business Development | SMB Channels Sales | Strategic Partnerships & Alliances | Internet Services

Leader in driving SMB (small to medium-sized businesses) market penetration and revenues | Drive innovative tech products/services into new domestic and global markets | Specialize in Web-based software and SaaS markets

Customer-centric Business Development Executive and SMB Market Expert who reliably increases shareholder value through innovative channel and market development, value-added partnerships, engagement marketing, social media presence, and international expansion. Launched successful SMB channels and defined a regional business model that is unique to the industry. Combine strategic perspective and tactical implementation expertise.

Innovation: Designed and implemented pioneering customer acquisition model at Online Banking, Inc. that helped drive OBI from \$1.5M to \$35M+ revenue in <5 years and is recognized as the gold standard for targeting the SMB market.

Leadership: Extensive success launching Internet services companies into international markets and new distribution channels, designing and implementing innovative sales models targeting the SMB market, and leading new ventures, organizational restructurings, and business transformations. Sought after public speaker.

Team Building: Hire, develop, and influence customer-centric teams to pursue new business opportunities and execute new sales models. Often called upon to advise on hiring and managing start-up teams.

PROFESSIONAL EXPERIENCE

ONLINE TRANSACTIONS, INC. (NASDAQ: OTI), SAN MATEO, CA (2010 TO PRESENT)

The leader in online banking tools for SMB market | \$35M annual revenue | 60 employees supporting 2000 global customers

Vice President Business Development, EU, 2008 to Present

Launched Brussels, Belgium office and penetrated EU market | Manage 5 direct reports | Control EU budgets and P&L

Spearheaded OTI's first international venture | Drove successful entry and share growth in EU market

Promoted to test OTI's products and infrastructure in the international market and assess opportunities for global growth. Tapped to open and direct EU office, define and execute go-to-market strategy and maximize market share, forge partnerships, and compete in EU's competitive SMB market. Initiate proposals, negotiate contracts, and close deals.

- Initiated and championed multi-pronged strategy creating brand awareness, differentiating OTI, adding new customers (+11%), and reducing customer attrition 29%.
- Negotiated valuable partnerships and co-marketing events with EasySuite, CSBT, MarketYou, and others.
- Grew revenue while slashing costs of sales and customer acquisition 25%, helping meet OTI's growth goals.
- Developed long term strategic sales and business development plan.

ONLINE TRANSACTIONS, INC. (NASDAQ: OTI), SAN MATEO, CA (2010 TO PRESENT)

VP of Business Development, Field Education, 2009 to 2011

Built Field Education team, driving a business growth engine that produced new sales leads, increased conversions, and generated revenue through training services | Led 34 employees | Controlled services revenue and \$5M operations budget

Played key role in breaking the code on best practices for penetrating the traditionally resistant SMB market

Planned and directed a comprehensive Field Education strategy capable of driving market awareness, attracting prospects, and engaging potential and existing customers. Developed SMB sales channel, built the direct and indirect sales channels and supporting infrastructure, and delivered world-class marketing programs. Drove market expansion.

- Leveraged partnerships and new sales channels to cost-effectively drive market expansion into the SMB market.
- Penetrated >45% of US SBDCs and nearly 60% of SCORE chapters; led team that generating 10s-of-thousands of prospects and 30k+ warm leads by delivering best practices seminars to small businesses.
- Pioneered Local Experts Program producing 35k incremental growth in seminar attendees.
- Grew average revenue per customer exponentially while delivering company's two highest Net Promoter Scores.

THOMAS Z. WILSON

ONLINE TRANSACTIONS, INC. (NASDAQ: OTI), SAN MATEO, CA (2010 TO PRESENT)

Senior Director, Regional Development, 2007 to 2009

Developed and executed strategy to reach underserved US SMB markets

Built industry-leading sales channel into the SMB sector that proved a major competitive differentiator for OTI

Recruited to increase brand awareness of OTI's SaaS SMB solutions and grow customer base. Tested and refined company's business model, forged relationships with SMB influencer groups, analyzed customer insights, created free best practices education programs, and built out Sales & Marketing infrastructure to reach local markets.

- Created team of Regional Development Directors putting OTI directly in front of 35k+ local small businesses and generating high-quality leads.
- Established 12 regional sales territories and expanded OTI's presence in S. America.

SOSA KNOWLEDGE SOLUTIONS (SKS), REDWOOD, WA (2007 TO 2008)

Enterprise feedback management solutions and services

Vice President, International Business Development, Sales & Channel Development

Charged with identifying rapid revenue-growth opportunities and taking the company global

Penetrated EMEA and APAC markets and grew sales >45% in the first year

Recruited to propel company into new international markets. Developed go-to-market strategy for international business, opened offices in London and Singapore, leveraged master VAR partnership to expand market reach, and directed international Sales and Channel operations. Fully accountable for international P&L and operating budgets.

- Defined and executed successful strategy for opening new distribution channels and meeting SMB market needs.
- Supported and managed enterprise accounts for optimization.

EVERYLANUGAGE INC., REDWOOD, WA (2005 TO 2007)

Providing Enterprise Content Management (ECM) solutions

Director, Global Business Development

Assisted SVP in building a global Partner Channel Sales division | Supervised 10

Recruited to help move company from direct channel to partner channel sales model. Developed and launched global channel programs, expanded international distribution, and grew sales through existing OEM relationships.

- Added \$1.5M+ in the first 5 months by extending distribution network into Latin America.
- Generated \$4.5M in sales by expanding 3rd party technology partner channel.
- Streamlined partner program delivery; improved channel support through new infrastructure and partner portal.

EDUCATION

MBA, University of Washington School of Business, Seattle, WA

Bachelor of Science, WSU College of Business, Tacoma, WA

Other Relevant Skills & Keywords: Developing policies, objectives & initiatives, go-to-market strategies, financial feasibility studies, ability to work independently and exercise sound judgment, making and developing connections, knowledge of market and industry trends, competitors & leading customer strategies, exercise sound judgment, maintaining confidential information, create clear & concise sales presentations