

## DENNIS TAIBL

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### Sales & Business Development Executive

**Proven and accomplished** senior sales and business development executive with significant leadership skills, vision and ability to consistently execute effective sales strategies. Creative, confident, decisive and high-performance professional with **20+ years of success** building new markets, driving revenue growth, improving competitive market position, and launching new products and services. **Successful in start-up, turnaround and high-growth companies** managing inside/outside sales organizations using a highly-effective, situational, solution sales methodology. **Have strong bias for well-informed action.** Characterized as a talented strategist with outstanding presentation, communication, negotiation and mentoring skills. **Dynamic leadership style that guarantees results.**

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Business Development • Revenue & Sales Growth • Consulting  
Product Development • Key Account Recruitment & Retention  
Strategic Planning • Startup Management • Continuous Process Improvement • Joint Ventures  
Customer Relationship Management • Consultative Sales • Cross-functional Alignment  
Pipeline Development • Team-building • Global Partnerships • Market Penetration

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### Recent Notable Accomplishments

- As VP of Sales, **have established 5 previous companies as market leaders** through strategic and visionary sales management and focused sales strategy execution.
- **Closed and negotiated deals** for products and technology solutions to many global companies at C-level and across multiple vertical markets, including overseas.
- Conceived and executed sales strategy to **launch revolutionary new software program**
- Created and launched a revolutionary new product and **gained national retail distribution** in 6000+ stores within 120 days
- Increased sales for 2 software/technology start-up companies **from \$0 to over \$18M.**
- **Developed \$25M Pipeline** and increased sales over 60% within one year.
- Implemented corporate SFA and CRM solutions that increased client contact and follow-up **productivity over 75%** / Implemented Social Network program **increasing leads over 400%**
- Installed Performance Management program **increasing prospect touch points over 90%...and consistently ensuring successful on-time product launches** for 20 years
- Developed, trained and managed national strategic partner program including resellers, integrators, and independent reps that helped **penetrate over 10 new markets.**
- Created an innovative and repeatable presentation process that increased onsite closing success rate to over **90% for 7 straight years.**
- Successfully managed 8 Branch Sales Managers and over 200 sales and account management reps while being **named “Preferred Sales Organization” by 7 of 10** largest revenue accounts for 4 straight years.

## PROFESSIONAL EXPERIENCE

2009–Present **ID Watchdog, Denver, CO** (consumer services company)

### VICE PRESIDENT OF SALES

Recruited by COO to build a national sales team and affiliate network to re-launch a web-based product and service and to initiate and launch new sales channels to maximize revenue. Objective was to install a repeatable solution sales methodology, implement a comprehensive and measurable account management and retention plan, and help to penetrate multiple new markets and verticals. Also, manage and re-structure 120 seat internal Call Center.

- Built team and structure to launch **9 new distribution channels** including all processes
  - Designed and initiated **new affiliate partnership program** and engagement protocol
  - Helped design, market and successfully **launch a revolutionary new product** in 60 days
  - Successfully **sold new product** into national retail channel and over 6000 stores
  - Personally present and sell largest deal opportunities **with 100% onsite close rate to date**
  - Member of executive team setting strategy, policy and direction.
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2002 – 2009 **Systemation, Centennial, CO** (training / consulting / technology solution company)

### VICE PRESIDENT OF SALES

Recruited by CEO to direct, train and mentor team of solution sales reps selling project management, business analysis and agile development training and consulting solutions to Global 2000 companies. Objective was to install a repeatable solution sales methodology, implement a comprehensive and measurable account management and retention plan, and help to penetrate multiple new markets and verticals. Also, serve as trusted advisor on business strategy for new ownership.

- Established company as **leader in 3 major market segments** / expanded to overseas markets
  - Sourced & closed **overseas partnership alliances** in Australia, Spain, China & South Korea
  - Designed & executed **successful solution sales methodology** increasing revenue over 50%.
  - Built & executed successful sales strategy to **launch innovative software product** in 90 day
  - Personally **managed \$2.5M desk and 20+ global accounts** while directing in/out sales team
  - Member of executive team setting strategy, policy and direction.
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2001 – 2002 **CERTPOINT, Roslyn Heights, NY** (technology solution company)

### VICE PRESIDENT OF SALES

Recruited by CEO to direct and mentor inside and outside sales team, sales engineers and account managers selling technology solutions at executive levels. Objectives were to provide high-level leadership and vision while installing a repeatable consultative sales process, building strategy-driven presentations, improving sales productivity and effectiveness, expanding markets, building a predictable pipeline and increasing revenue.

- Helped establish company as **worldwide leader** in eLearning software
  - **Built \$25M Pipeline** and increased sales over 60%.
  - Implemented Performance Management program **increasing sales team efficiency 90%**
  - Positioned solution into **6 new vertical markets** increasing revenue opportunities.
  - Installed account management program **improving client retention to 100%** and satisfaction over 98%
  - Member of executive team setting strategy, policy and direction.
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1996 – 2001 **Generation 21, Golden, CO** (technology solution company)

VICE PRESIDENT OF SALES

Recruited by CEO to build, train, mentor and direct national inside and outside sales team, sales engineers, and account managers selling technology solutions at executive levels. Start-up company requiring expert leadership strategy and repeatable processes to ensure success. Key challenge was to build a high-performance sales team and national channel partner organization, while selling a technology solution to notable accounts during a period of rapid growth and intense competition.

- **Doubled sales every year** to over \$18M and achieved significant national prominence
- Recruited, **trained and managed team** that successfully established company footprint as leader in emerging markets
- **Built national channel partner** program allowing for rapid vertical market expansion
- Created an innovative and highly-acclaimed **partner training and coaching program**
- Sold and **negotiated software enterprise contracts** with several Fortune 500 companies
- Member of executive team setting strategy, policy and direction.

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**Early Career – Pre 1996**

CONSUMER PRODUCTS / VICE PRESIDENT OF SALES

- Managed large direct sales team for \$650M consumer product brokerage
- Co-Founded successful sales and marketing company

HEALTHCARE ADMINISTRATION / VICE PRESIDENT OF OPERATIONS

- Managed service departments for large healthcare organizations
- Established several profitable healthcare-related companies within corporate structure

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**EDUCATION**

**Master's Degree (MA in Management & Marketing)**  
New York University, New York, NY

**Bachelor's Degree (BS in Institutional Management)**  
Purdue University, West Lafayette, IN

**AFFILIATIONS**

The Sales Association of Denver  
Project Management Institute (PMI)  
American Society for Training Directors (ASTD)  
Association of Training & Consulting Providers (ISA)  
International Institute for Business Analysts (IIBA)  
National Association of Realtors (NAR)  
Licenses: Series 7 & 63 – Inactive  
Licenses: Realtor CO & FL - Inactive

**TECHNOLOGY SKILLS**

PC, Mac, Microsoft Office Suite, QuickBooks, Adobe, Salesforce.com  
Virtual Delivery, Social Networking