Career Results

Who I Am

- AI & SaaS sales expertise at scale
- 138% attainment on $1B+ enterprise goal
- 24% YoY revenue growth delivered globally
- 5→130 team expansion across global markets
- 900% pipeline growth through sales scale-up
- $800M+ annual targets consistently exceeded
- Fortune 500 partnerships driving market expansion

Rob Smith

Situation

The Enterprise Business unit was struggling to grow and **sales teams failed to align value propositions to customer outcomes**, losing ground to competitors. **Senior Leadership sought a transformational shift** to re-energize revenue and drive **customer-centricity.**

Task/Activity

As VP of Americas Enterprise Sales, I was charged with **driving significant YoY growth, unifying strategy across regions**, and **shifting the culture toward outcome-based selling.**

- Developed **customer-specific use cases** tied to **business drivers** and **competitive positioning**.
- Partnered with **Marketing, Product, Engineering, and Operations** for **integrated go-to-market execution.**
- Coached teams to embrace **value-based selling** over product pitching.

Results

Delivered 24% YoY growth in the Americas, **110% increase in new customer acquisition**, faster onboarding, and higher **customer satisfaction** through improved internal alignment.

Situation

Cisco Systems was shifting from **hardware to Software, Subscription, and Services**, but the **US Global Enterprise segment** lacked dedicated **renewal teams** and focused **sales motions** for **high-value accounts**, limiting **recurring revenue growth.**

Task/Activity

I was tasked to **build a high-performing sales organization** from scratch, aligned to four **Area Operations,** to manage **$800M annual run rate**, drive **recurring revenue**, and ensure seamless execution across **Service, Software, and Renewal programs.**

- Recruited and developed **8 Managers, 88 Individual Contributors, 2 Program Managers**, overseeing 70 program contributors (**168 total**).
- Implemented **coaching, performance tracking, KPIs,** and streamlined workflows to accelerate ramp-up.
- Fostered **cross-functional collaboration** between Sales, Customer Success, and Operations.
- Designed and implemented **3 renewal programs** to improve **net retention** and **upsell opportunities.**

Results

Exceeded $800M plan by 130%, achieving **$1.2B in run rate**. Built a **scalable Service and Software renewal model**, increasing **customer retention** and **revenue predictability** for Cisco's largest Enterprise accounts.

Contact

Rob Smith

robsmith@robsmith.me

(919) 457-6144