

# JOHN YARBROUGH

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## SALES / BUSINESS DEVELOPMENT EXECUTIVE - ENTERPRISE SOFTWARE MARKET ENTERPRISE QUALITY MANAGEMENT-DOUMENTATION MANAGEMENT SYSTEMS *Driving Significant Revenue Gains in Start-up, Turnaround and High-Growth Environments*

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Exceptional track record in building and leading high-performing, solution-focused sales organizations. Thorough understanding of the Quality Management, Environmental, Health and Safety, Document Management/Business Process improvement and Decision Support Business Intelligence market, products and competitors. Achievement of strong and sustainable revenue, market and profit contributions through expertise in:

**Strategic Market Planning ~ Competitive Market Positioning ~ Multi-Channel Distribution ~ Strategic Partnerships ~ Sales Training & Team Development ~ New Product Launch ~ Business Development ~Big Data**

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### CAREER EXPERIENCE

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#### VICE PRESIDENT-SALES AND CONSULTING TAMPA, FL

Solutions Managed, LLC- Tampa 2014 to Present

**Providing industry and market expertise in the areas of Business Intelligence with an emphasis on Big Data. Supply Chain Quality Management and Environmental/Health and Safety solutions. World leading expertise with the primary vendor solutions offered in the marketplace. Focus on my expertise of life sciences markets with an emphasis on pharmaceutical and medical device quality/compliance and business processes.**

- Provides consulting expertise to Venture Capital Investors that are looking understand the market and the competitive culture across all major competitors in the markets. This allows them to make the best informed decisions on their investments. Have consulted with over a dozen VC's on their investments in these markets.
- Provide expertise with companies that are evaluating software and services solutions in order to minimize their time and efforts throughout the evaluation process.
- World leading expert with a deep level of understanding of all major vendors offering quality software solutions.

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#### SENIOR VICE PRESIDENT-GLOBAL SALES

#### SENIOR VICE PRESIDENT-GLOBAL BUSINESS DEVELOPMENT & EMERGING MARKETS BUSINESS DEVELOPMENT

MasterControl- Tampa, Salt Lake City, Utah-2009 to 2014

**Providing strategic sales management to a world class software company that provides software, service and support for its Quality and Compliance Management platform.** Primary market are FDA regulated Life-science (with an emphasis on Pharmaceutical companies), Food Safety, Healthcare companies as well as ISO compliant organizations. Applications are designed for Manufacturing, clinical and engineering quality and compliance. Master Control is a very fast growing organization with more than 292% growth over the past 4 years. Revenue increase from \$12m in annual sales to \$35M in annual sales staff of 17 people. SaaS (cloud infrastructure) and on-Premis sales.

Providing global development of the Partner program. Developed the strategy, program and direction along with active management of the North American partners. Focused on a purchase of a company in South Korea as MasterControl Korea for a period of 10 months.

► **Established a Vertical Sales Strategy**

- Developed verticals for the Medical Device, Pharmaceutical-Biotech and Blood/Biologics, ISO
- Responsible for developing the sales strategy for the markets that MasterControl focuses on
- Responsible for compensation plans, hiring
- Forecasting and the use of Salesforce CRM
- Worked directly with the FDA.

- ▶ **Upgrading sales team through hiring and training**
    - Improving sales skills through advanced training
    - Marketing training to support the sales effort with the sales training methodology selected
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## **VICE PRESIDENT-WORLDWIDE SALES**

**EtQ Management, Inc. Farmingdale, NY – 2005-2008**

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**Driving dramatic growth and providing mature management skills to the organization. EtQ is an enterprise software company in the Quality Management/Compliance Management and Environmental Health & Safety markets, selling Supply Chain within the Global Manufacturing markets. Expansion of the sales organization, reorganizing the direct and indirect sales channels. Created a solid sales model for an organization that has now evolved into an enterprise level software company. SaaS and on premis environments.**

- ▶ **Reorganized and developed an entirely new enterprise focused sales strategy**
    - Grew and developed the sales team from a small inside sales team to an enterprise sales team of enterprise execs that focus on targeted and larger opportunities. The team now consists of both Enterprise sales and inside sales for a more effective use of resources.
    - Developed compensation plans, sales strategies, account strategies
    - Substantially increased the average selling price to over \$250k
    - Revenue growth has increased at dramatic rates and will continue as the enterprise sales model expands. Year over year revenue increase of 108% over my 3+ year tenure.
    - Introduced and implemented the Customer Centric Sales methodology
    - Customers include Johnson & Johnson, GM, DuPont, Coca-Cola Enterprises, Coke Corporation, Varian, GE, Siemens and hundreds more, within the Global manufacturing markets.
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## **VICE PRESIDENT - SALES**

**Pilgrim Software, Tampa, FL – 2003-2004**

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**Revitalized the sales organization and ignited growth in license revenues by 77%, 31% in service revenues and 46% in overall sales in just the first 12 months of hire – following company's 2-year record of disappointing sales results with only one account exec achieving quota. Pilgrim, an industry leader in Enterprise Quality and Compliance Management solutions for Supply Chain within the Global manufacturing companies, was able to have a major turn around in revenue production with an overall improvement in revenue production per sales person.**

- ▶ **Dramatically improved the performance of the sales team** so that the number of account execs delivering quota increased dramatically with an improving ASP of \$300K+. Turned around performance by:
    - Upgrading the sales team and hiring top talent who delivered significant revenues during their first 4 months on board.
    - Introducing and training sales team on Customer Centric Selling techniques, an effective methodology for complex selling that improved the ASP by 72%+.
    - Reorganizing the sales team into an enterprise software group with specific target customers and a maximum of 25 accounts to manage (from a previous 500 per account exec).
    - Marketing emphasis placed on new web based product in new market direction through webinars, print media, trade shows and customer events
  - ▶ **Established and effectively refined indirect sales channels and an ISV network;** opened remote sales offices in Philadelphia and Boston with account execs to better manage regional clients. Signed IBM Global Services as an International marketing and implementation partner. Held responsibility for all Channel partners.
  - ▶ **Customers include** Becton Dickinson, Boston Scientific, Ethicon (J&J), Cordic (J&J), American Red Cross, Canadian Blood Systems, Pfizer, Genzyme and more
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## **VICE PRESIDENT - SALES**

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**MetricStream, Inc., Santa Clara, CA – 2001-2003**

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Envisioned and created the strategy to reposition the Supply Chain Event Management System into a quality platform and successfully market QualityStream product, turning around an under-capitalized company that had not made a single sale in over 20 months to new customers. Zaplet acquired company in 2004.

- ▶ **Drove annual revenues an explosive 900% over 18 months by identifying a new market and redefining product** to effectively compete against in the Enterprise Quality Management arena – with a product base essential to future company growth.
- ▶ **Established strong partner network as ISV, OEM's and implementation partner.** Signed Supply Solution, Instill and Teradyne as OEM/ISV's. Within 12 months they represented almost 50% of annual software revenue.
- ▶ **Succeeded in establishing company's credibility in the life-science industry** without any references. **Results led to building a base of 15 new key accounts in various industries:** Verizon Wireless, Selectron, Millennium Pharma, ITT Cannon, Albany Molecular, Boston Markets and other companies.
- ▶ **Developed Partnership Network** with companies like Instill, a Supply Chain Spend Management company for food and beverage companies. Together we developed a food services specific product and sold to DAI (Subway restaurant systems) worldwide.
- ▶ **Created New Product Marketing Campaign** – mixed media campaign consisting of print ads, internet based “web-inars”, trade shows, speaking engagements, website changes and print media.

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**VICE PRESIDENT, SALES-THE AMERICAS**

**TopTier Software (Developer of MySAP.com/Netweaver, SAP Acquired in 2001), Inc., San Jose, CA – 1997-2001**

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Recruited to establish, execute and direct strategic sales plans, compensation structure, quotas, territories and offices for the newly created Americas region. TopTier, poised for an IPO, was sold to SAP in 2001. Big Data Business Intelligence and Data Warehousing.

- ▶ Captured numerous new customers and **achieved significant growth from zero to \$5MM in year one, \$11MM in the second year and \$22MM in the third year.**
- ▶ **Forged strategic alliances with major consulting firms** such as Anderson (now Accenture) and Price Waterhouse Coopers. **Generated \$3.5MM for TopTier** through the Anderson partnership involving a \$18 MM deal with Equilon (Shell and Texaco). **Partnered and worked closely with Microsoft's OLAP product, COGNOS, Hyperion's Essbase, Crystal Decisions, Brio, Actuate and Business Objects.** **Worked closely with SAP on integrating the full SAP application and BW as part of mySAP.com.** **TopTier was a revolutionary technology that provided a simple yet sophisticated way to access BIG Data from the OLTP or BW products**
- ▶ **Revamped and created a highly productive outside and inside sales force of 18.** Initiated a model that focused the inside sales team to manage deals under \$250K and was highly successful in freeing senior account execs to produce larger, more strategic business. Introduced solution selling methodology that resulted in better-qualified prospects and forecasting results.
- ▶ **Created 2 level sales organization** with one group oriented toward the enterprise customer and a corporate telesales group that concentrated on the smaller opportunities. This significantly helped with a better cost of sales metric as well as improving overall profitability.

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**DIRECTOR OF SALES**

**Red Brick Systems, Los Gatos, CA – 1995-1997**

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**Delivered Western Region's aggressive revenue growth – well above quota to over 170% (\$9.9 MM) in the first year and \$13.2 MM in the second year** at a data warehousing database company that completed a very successful IPO in 1996. Built and managed both direct and indirect sales channels. Company subsequently sold to Informix, which was then sold to IBM.

- ▶ **Quickly recruited, trained and led a top-producing team of 17 sales executives that expanded regional sales** into a broad market segment, however specializing into retail-CPG market segment.
  - ▶ **Customers Include** Catalina Marketing, Toyota, Kaiser Permanente, , Sara Lee, Circle K stores, Radio Shack and more
  - ▶ **Partnered with Brio, Business Objects, COGNOS, Arbor Software (Hyperion) Essbase and Microstrategy.** Redbrick was a highly tuned database for Datawarehousing. Redbrick partnered closely with the Business Intelligence products for a more complete product offering. RedBrick was designed as a leading provider of BIG Data databases designed specifically for organizations with tremendous volumes of data, in an efficient and cost effective manner.
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#### **EDUCATION**

**M.B.A.** with concentration in Management (1996) and **B.S.** in Business Administration (1995)  
California Coast University, Orange, CA