

Colin Coggins

1954 N. Catalina st. ♦ Los Angeles, CA 90027 ♦ Cell 323-459-6638 ♦ colincoggins@gmail.com

Professional Background

Chanje Energy

Delivering software, energy infrastructure and electric vehicles for the last mile industry

Chief Revenue Officer – Los Angeles, CA (8.2017 – Present)

- Monitor all sales velocity data points, including but not limited to pipeline, sales cycle and friction points
- Define go-to-market strategy for SaaS, Energy Services and OEM revenue generating pillars
- Create standardized sales initiatives, collateral, trainings and playbooks for global scale
- Collaborate with engineering, marketing, legal and exec team to develop growth strategies
- Forge and maintain relationships with large key enterprise accounts
- Manage customer advocacy campaigns, gap identification, proposals & master purchase agreement strategies
- Oversee all sales channel partner development
- Establish sales operations protocol and predictable revenue models

Bitium (acquired by Google)

The Fastest Growing SaaS Cloud Identity and Access Management Platform

Senior Vice President of Sales – Los Angeles, CA (8.2015 – 8.2017)

- Establishes all sales objectives in coordination with the overall business plan.
- Establishes both market and target customer strategies, including business development and partnership kpi's
- Directs and leads sales team to develop, communicate and coordinate sales programs designed to increase sales force motivation and help to drive incremental business for the organization.
- Identifies and creates solutions for key operational issues that negatively impact revenue and gross profit.
- Works closely with executive team to identify, create solutions, and implement changes that positively affect productivity within the sales teams.
- Works with the various departments within the company to help with cross-functional sales initiatives and requirements.
- Assists in the creation and documentation of Standard Sales and Business Development Operating Procedures and policies.
- Drive increased revenue and margin growth through successful execution.
- Analyzes and reports on business metrics to ensure growth and profitability, trend identification, staffing needs, and training needs.
- Oversees the implementation of partnerships and client contracts to ensure that commitments are realistic, achievable and ensures agreements are consistently met or exceeded.
- Develops strong, positive relationships with internal teams and business partners.
- Creates training rubric, in addition to overall sales playbook
- Define and oversee sales staff compensation and incentive programs ensuring all plans motivate the sales to both achieve and over achieve their targets
- Define and coordinate sales training programs that enable staff to achieve their potential and support company objectives

Mobile Roadie (acquired by Intellectsoft)

The World's Leading SaaS Mobile Application Content Management System

Vice President of Global Sales and Partnerships – Los Angeles, CA (2.2014 – 8.2015)

- Lead all partner management and business development initiatives. Current clients include Live Nation, the Wynn Las Vegas, Taylor Swift, Dallas Mavericks, Disney, Cal State Los Angeles, San Diego Zoo, and Katy Perry.
- Facilitate Mobile Strategy Sessions, Consultations and Workshops for enterprise, agency, white label, and channel partnerships within the global entertainment sector.
- Manage both sales & services teams globally, along with creating and implementing business development strategies targeting the most recognized brands in the world, as well as developing publishers.
- Personally manage key partner relationships, in addition to prospecting and identifying partnership & account acquisition opportunities, including pipeline management.
- Coordinate sales forecasting, planning and budgeting processes for subscription based content management systems, consultative services and partnership revenue streams.
- Present directly to C-level executives, content providers, brand managers, and marketing teams; taking a strategic approach to ROI analysis, RFP proposals, and digital/mobile initiatives.
- Negotiate RFP, sponsorship and partnership deal points, Master Service Agreements, Statements of Work, and Non-Disclosure Agreements.

Phunware

Globally recognized as the world's first fully integrated SaaS mobile services platform

Senior Director of West Coast Sales & Business Development – Los Angeles, CA (2.2013 – 2.2014)

- Develop, manage, and demonstrate Partnership solutions to many of Phunware's largest publisher, tech partner, and advertiser relationships. Personal accounts include Transamerica, Edmunds, WWE, MLB Advanced Media, Revolt TV, Caruso Affiliated (The Grove), CBS, Jawbone, Cisco and Domino/C&H Sugar.
- Cloud-based SaaS products and services include Analytics, Content Management Engines and Location Based Services via virtual platforms, in house client presentations, and online marketing campaigns.
- Responsible for west coast business development and partner management across multiple verticals including media/entertainment, venues, sports, retail, healthcare, and telecom
- Developed and sold immersive native mobile applications within Automotive, CPG, Retail, Omni-Channel Entertainment and sports.
- Actively manage creative, engineering, operations and customers.
- Keep accurate client communication, competitive analysis and strategic initiative records in Salesforce CRM
- Present new business ideas to key decision makers and C-level executives.
- Advise clients on trends and strategies with in mobile, relating to clients' specific industries
- Forge, manage, and maintain key content and brand partnerships, as well as champion the sales cycle from generation to account closure.
- Coordinate and align mobile strategies to core business goals and monetization efforts.

RESULTS.com

The U.S.'s leading mobile cloud based SaaS Strategic Execution Software

National Senior Director of Business Development - Venice, CA (8.2011 – 2.2013)

- Responsible for U.S. business development and account management efforts, including the sale of all software solutions and KPI (key performance indicator) consultative services revenue streams.
- Conduct KPI strategy workshops and sales presentations of RESULTS.com's full suite of products/services offers to C-level and marketing executives.
- Create all communication templates and scripts for the business development team.

- Create and maintain key client relationships, in addition to managing software training and KPI strategy sessions, drafting and obtaining signed purchase commitment agreements.
- Work in congruence with the Director of Marketing on strategic global marketing campaigns
- Proactively create online business development and account acquisition strategies including webinars, workshops, software demos, and social media platforms
- Keep accurate client communication records in Salesforce and Microsoft Dynamics CRM
- Build and manage nurturing programs to move prospects from initial awareness to purchasing
- Conduct industry and competitor analysis to ensure an effective strategy, including price comparison, sales and distribution models.
- Developed and managed affiliate, reseller, and channel partnerships relationships for all software sales.

Shell Vacations Hospitality Group (acquired by Wyndham Hotel Group)

U.S.'s largest branded fractional vacation ownership developer and services company

Assistant Regional Director of Digital Sales - Garden Grove, CA (12.2007 - 8.2011)

- Conducted market research and identified emerging market trends
- Led business development efforts and significantly expanded customer base
- Introduced strategic marketing plans, increasing revenue levels over 200%
- Improved customer satisfaction ratings within a saturated market
- Cultivated positive and enduring partnerships with brands and publishers.
- Directed all facets of sales, marketing, territory management, and business development
- Scripted innovative regional training and leadership courses

University Professorship

Adjunct Professor at the University of Southern California, Marshall School of Business (BAEP 473, Sales Mindset for Entrepreneurs)

Advising & Consulting

- Entrepreneur in Residence / Sales and Business Development Advisor and Mentor at Techstars Los Angeles
- Founder/Partner at Agency 18
 - Sales and Business Development Advisor Heartbeat
 - Sales and Business Development Advisor at List Reports
 - Sales and Business Development Advisor at DSA
 - Sales and Business Development Advisor at Pound
 - Sales and Business Development Advisor at eTail Pet
 - Sales and Business Development Advisor at Airbo
 - Sales and Business Development Advisor at Funraise
 - Sales and Business Development Advisor and Mentor at Global Eye
 - Sales and Business Development Advisor and Mentor at CBEST
 - Sales and Business Development Advisor and Mentor at TSA

Education

- **University of California, Santa Barbara**
 - Bachelor of Arts, 2005
 - Major: Sociology (emphasis on public relations/marketing)
 - Minor: Women's Studies