

Nelson Santini | Rapid Sales/Revenue Growth Specialist & Executive Leader

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Highly accomplished and visionary sales executive leader who consistently drives rapid and profitable revenue growth. Has subject matter and hands on operational excellence experience innovating SMBs and enterprise Sales, Sales Operations and Marketing teams. Excels in startups and transitional periods where automating key business processes and implementing cutting-edge technologies are required. Demonstrated expertise in capital raising, successfully navigating seed, bridge, and Series A funding rounds, which significantly surpassed initial targets. Possesses a strong aptitude for product and services rebranding, and global market positioning, evidenced by doubling and tripling sales and MRR in B2B, B2G and B2C markets. Known for streamlining processes, eliminating inefficiencies, and nurturing positive corporate culture and talent, to consistently deliver results that drive sales revenue growth and enhance shareholder value.

Areas of Expertise

Federal Government Procurement | FAR | Satellite Telecommunications and Operations | Technology Implementation and Integration | Sales, Marketing & Business Strategy | Talent Management & Development | Process Improvement & Automation | Financial Management & Analysis | Revenue Growth Strategies | Corporate Culture Development | Team Leadership & Training | Operations Optimization | Change Management | Advanced Analytics/Business Intelligence | Talent Management & Team Leadership | CRM | ERP | Corporate Rebranding/Market Positioning | Capital Raising/Investment Management | Product Development & Management | Strategic Goal Setting & Achievement | New Process Implementation | Quality Assurance | Project Management | Product Management | Social Media Content Creation and Sales Optimization

Professional Experience

OPTEUS, LLC – Senior Vice President of Sales & Service Delivery (Dec 2020 – Present)

A business performance accelerator providing fractional VP/CxO services for corporations in transitional / transformational phases of their growth.

Selling and delivering executive leadership and strategic services to enhance start-up and SMB performance. Focused on automating key business processes across sales, marketing, and operations to boost productivity and profitability. Overseeing the development and implementation of innovative technologies and business models to increase sales and reduce operational costs. Spearheading capital raising efforts, including Series A financing, to secure substantial investment offers and facilitate corporate growth.

- Increased pre-money valuation of Fuel For Thought LLC to the \$4M-\$8M range via new technology and an innovative go-to-market plan by co-developing an AI application aggregator to deliver top AI applications to other technologies in contextual workflow. Developed the MVP with the team within 45 days, recovering \$2M sunk during previous CTO's failed IP investment and development.
- Increased pre-revenue valuation of Artistic Fuel LLC to the \$2M-\$4M through new technology and a strategic go-to-market plan by re-launching the website, all collateral, messaging, and positioning within 30 days. Accelerated revenue timeline by one calendar quarter, resulting in self-funding/sustaining operations and an initial \$30K MRR
- Re-launched the corporate website, collateral, messaging, and positioning of Biometric Signature ID within 60 days, and tripled average deal value from \$35K to over \$100K. Doubled ARR by changing the product portfolio and sales model and expanded enterprise into FINTECH and cyber markets, securing \$25M in offers for a \$5M Series A.
- Accelerated a stagnant decade-long \$7B+ project for rural connectivity and developed a local \$50M federal grant program to establish first "space only" data center in NH by SecureAxxess, developing a private LTE model for Farmer's Business Network for rural communication development.
- Led Minerva Space Technology's startup through seed and bridge rounds into a \$60M Series A by negotiating the acquisition of IP and talent and developing the blockchain NFT environment and business model for the first space NFT.
- Obtained \$75M in offers for Guardian Space to fill an initial \$17M Series A by developing a business and operations automation plan and providing business development consulting services for NSSiCo, helping them secure a Stage 1 \$1M SBIR contract with Space Force.
- Prepared business operations FOCI plan for FedGov SATCOM equipment manufacturer that was ultimately acquired by foreign PE firm. Sales automation and integration to Engineering & ERP platforms reduced operational costs by 25% in the first year of use in key product lines needed to support critical US Army SATCOM programs.

Envistacom, LLC – Senior Vice President of Sales and Business Operations (Oct 2015 – Dec 2020)

A FedGov prime contractor providing SATCOM, biometrics, and cybersecurity services to the US Armed Forces and intelligence agencies. (Title 10/50)

Engineered streamlined processes and cutting-edge tools to optimize sales, business, and finance operations. Executed seamless implementation of automated solutions, enhancing efficiency across corporate functions. Orchestrated comprehensive management strategies to integrate sales, business, and finance functions effectively.

- Achieved sales growth from \$15M to \$120M annually over a period of four years by establishing, leading, and growing a successful sales, sales operations, and marketing team focused on US Government agencies, the US DoD, and commercial entities.
- Won \$55M in IDIQ ceiling awards for FedGov/DoD sales by leading teams of five BD professionals and ten Sales Operations SMEs.
- Personally sold over \$200M in annual sales over four years, achieving a 20% CAGR rate.
- Secured \$500M in backlog sales guaranteed by IDIQ Federal contracts.
- Streamlined business operations by leading the roll-out and integration of new ERP, finance, and CRM solutions.
- Completed two successful M&A activities, merging sales and business operations company-wide.
- Increased business wins by 45% by establishing an advanced analytics practice using KPIs and BI to prioritize business pursuits.

Convoko, LLC – Vice President of Sales (Oct 2013 – Oct 2015)

A Salesforce CRM implementation partner focusing on business optimization and tech-stack integration

Developed a unique consulting methodology specializing in optimizing small-to-medium size businesses through re-engineering, integrating, and automating enterprise processes, centered around Salesforce's CRM platform as the central business hub. Designed, negotiated, and launched two intricate business integrations involving MS Dynamics, Salesforce, Pardot, BIRST, and Tableau.

- Achieved remarkable sales results, generating \$2.3M in consultative sales within the first year of startup operations, showcasing strong market penetration and client trust.
- Headed the recruitment, training, and management of the operations team during the startup phase, ensuring a cohesive and high-performing workforce aligned with company objectives.
- Optimized sales and sales operations processes for AGCO, a testament to the ability to deliver tangible value and efficiency enhancements for enterprise clients.
- Led the technology merger of seven business units for Numerex, overseeing the successful migration to an integrated ERP/CRM system, consolidating operations and enhancing synergy.
- Negotiated the sale of the business to partners after two years of operations, demonstrating strategic foresight and business acumen in maximizing value creation and exit opportunities.

Bridgeline Digital, Inc. – General Manager, Executive Vice President of Sales and IT (Apr 2012 – Sep 2013)

An eCommerce publicly traded company providing online B2C solutions

Streamlined work processes and generated \$11M in sales during the inaugural year of leading Atlanta's regional office, securing largest annual deals and onboarding two large marquis accounts, UPS and Triumph Motorcycles, as part of the business turn-around initiative. Led the design and roll-out of the first self-sourcing instance of the "UPS Store" eCommerce ecosystem using iApps, enhancing operational efficiency and innovation while entrusted with the consolidation and optimization of seven disparate data centers.

- Achieved \$14M+ in revenues during the first year of operations, resulting in increased customer satisfaction and a 66% increase in recurrent revenue backlog, while directing the business turn-around of Bridgeline's Atlanta regional office.
- Consolidated the IT department into a revenue-generating service team, achieving \$2M in yearly sales, as part of the successful execution of the business turn-around initiative.
- Transformed Atlanta's .NET detachment into a center of excellence, redefining corporate processes and driving organizational efficiency during the business turn-around of Bridgeline's Atlanta regional office.
- Retained as an independent IT disaster recovery consultant (while at Convoko), leading a corporate-wide outage recovery impacting 100% of subscription-based services, and restoring the corporate business ecosystem to full functionality.

INTERNAP, Inc. – Vice President of Sales Operations, Channel Partners and SMB Sales (Jan 2010 – Apr 2012)

A Tier IV datacenter, pioneering cloud services, managed hosting and colocation (COLO) connectivity provider.

Established all procedures and automated processes to run a sales operations team, supporting sales exceeding \$260M per year and associated recognized revenues, as hand-picked by the CEO. Consolidated and standardized the Small Business Unit and channel sales program with an annual target of \$80M+, driving growth and efficiency initiatives. Implemented automated KPI management processes via data analytics integration of sales and finance using BIRST, enabling informed decision-making/performance tracking.

- Automated sales quoting, onboarding, support, and account management for over 100 executives.
- Grew SBU and Channel Partner sales by 18% year over year to \$30M/year, demonstrating strategic leadership and effective execution of growth strategies.
- Delivered a \$2M/year cost avoidance program by negotiating with all Channel Partners to the same terms, optimizing profitability and resources at location.

DATAPATH / ROCKWELL COLLINS, INC. – Vice President of Sales and Sales Operations (Jan 2003 - Dec 2009)

Expeditionary and Teleport Satellite Communications Integration Company - Supporting International Customers and the US Department of Defense

Recruited by CEO to establish procedures and processes related to sales and sales operations in support of a rapidly growing US FedGov DoD "Prime" contractor. Single senior leader retained through three acquisitions and M&A activities, providing continuity of leadership. Supported and led sales growth from \$7M to nearly \$300M, introducing new products to the US DoD SATCOM marketplace.

- Personally closed over \$600M in sales through five-year IDIQ contracts.
- Led company growth from \$200M to \$300M in sales over 18-month period.
- Captured the STT / JNN WIN-T program, with sales of over 1500 terminals to the US Army.
- Secured sales for the SWAN USMC program, with sales over \$60M for terminals used in Afghanistan.
- Developed and configured the complete corporate product catalog and pioneered taking it "online".

TANDBERG TELEVISION, INC. – Senior Manager of Customer Service and Channel Sales (Jan 2000 - Dec 2002)

Digital SATCOM Broadcasting and Encoding - Acquired by Ericsson, Inc.

Recruited to lead the transition from analog to digital broadcasting of over 14,000 TV stations in the America's territory (Alaska to Argentina) incurring 0 net total outages. Managed 65 channel partners with a \$25M revenue stream. Migrated HQ and established first technical lab for TANDBERG Television in Americas.

- Managed twelve employees \$5M revenue PNL for customer service.
- Implemented repair and logistic procedures reducing repair backlog by 75% in two years.
- Managed a product recall in excess of \$30M with less than 0.5% material losses.
- Converted customer service cost center into profit center by packaging support services.
- Developed and managed America's sales (Alaska to Argentina).

NATIONAL OILWELL VARCO, INC. – Senior Project and Product Manager (Jan 1998 - Dec 1999)

Deep Sea Oil and Gas Drilling via Robotic Equipment Engineering Corporation

Led the largest robotic drilling program at that time, with a net P&L value in excess of \$300M; commissioned three Transocean "Discoverer Enterprise" class ultra-deep sea drilling vessels. Launched then largest robotic drilling system to the Asian market, sales in excess of \$20M in year one of operations. Established the first automated product catalog for Top Drive and Pipe Racking engineering products, reduced quote time to minutes from weeks.

- Managed a \$300M / 120 employee P&L for shipbuilding programs.
- Saved \$100M in operational cost to key customer, becoming "lead project manager" for shipyard work.
- Managed a \$100M / 20 employee P&L for pipe racking products in Asia.
- Implemented quality assurance program for corporation, reducing material losses by 20% (year-over-year).
- Implemented qualification program for all new hires, reducing downtime and work errors by 43%.

US NAVY – LCDR (SEL), Naval Nuclear Engineering and Weapons Officer (July 1991 – Dec 1997)

United States Department of Defense, US Navy's Submarine Fleet Nuclear Weapons & Engineering

After graduating from the US Naval Academy, commissioned as Ensign in May 1991 and designated to serve as Navy Nuclear Power Engineer, securing PE grade in 1995. Participated in multiple strategic patrols in the Pacific Ocean, supporting STRATCOM and other Navy / joint forces special operations commands.

- Developed first computerized ship submergence compensation system using personal computers and Lotus 1-2-3. This process saved thousands of man-hours of work, and increased operational safety, and readiness by 90%. Became the operational standard for Squadron 17's submarine fleet.
- Quality Assurance Officer for six Trident C4 ballistic missile submarines in Submarine Squadron 17 (Bangor, WA).
- Consistently ranked #1 among all peers in all assigned commands.
- Led over a million man-hours of labor over three consecutive manufacturing shipyard maintenance periods of w/o a single incident (material or personnel) or delay.
- Developed the local procedure to and led the execution of the first and only ever reactor safety valve repair at sea in order to maintain mission readiness.

Education & Credentials

Master of Nuclear Engineering, US Naval Nuclear Propulsion School, Charleston, SC

Bachelor of Science in Systems Engineering (Cum Laude), United States Naval Academy, Annapolis, MD

Licenses & Certifications

Nuclear Engineering Professional Engineer, US Navy

Certified Quality Assurance Officer, US Navy

Bilingual Media Trained Public Speaker - English, Spanish

TS/SCI PRP Certifiable / FedGov – DoD

Training & Professional Development

Executive Trainer – Vertical Motion • Sandler Executive Sales Training, Sandler • Proposal Management and Capture Manager, Shipley • Project Management Theory, PMI • Certified Salesforce Admin, Salesforce • Certified Marketing Manager, Pragmatics Institute • Certified Product Manager, Pragmatics Institute • Hult-Ashridge Executive Leadership Program