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Professional Summary

Experienced Head of Sales & Revenue with 15+ years of leadership in sales, marketing, and product strategy, driving multi-million-dollar revenue growth. Proven track record in scaling sales operations, optimizing marketing ROI, and leading product development to enhance business efficiency. Adept at managing high-performing teams, implementing ERP/CRM systems, and executing data-driven strategies to increase customer acquisition and profitability.

Core Competencies

- Revenue Growth & Sales Leadership
- Lead Generation & Conversion Optimization
- Strategic Sales & Marketing Planning
- CRM/ERP Implementation & Business Process Improvement
- Team Leadership & Performance Management
- P&L Management & Budget Control
- SEO, Paid Ads, Radio & TV Campaigns
- Digital Transformation & Product Strategy

Career Experience

Head of Sales & Revenue | Lead Generation & Product Strategy

OneSolomons | 2014 – Present

OneSolomons is a leading Australian retail manufacturer with 55 staff and \$12M+ annual turnover, specializing in outdoor shading and security solutions.

- Led a team of 12 on-the-road sales reps and 4 offshore lead generation specialists, responsible for \$12M+ in annual revenue.
- Built and executed a strategic sales roadmap, improving pricing, retention, and cross-sell opportunities across multiple customer segments.
- Managed the full development and rollout of an in-house ERP/CRM system, automating processes and improving sales efficiency.
- Oversaw marketing execution across SEO, paid ads, TV, radio, and SMS/EDM, reducing acquisition costs to 6% of revenue (vs 10% industry standard).
- Optimized lead generation efforts, increasing inbound conversion rates while lowering CPL

and boosting sales pipeline performance.

- Developed and launched the company's native mobile application to improve accessibility and streamline team operations.

Key Achievements:

- Doubled annual revenue from \$6M to \$12M over 10 years in a mature 30+ year-old business
- Reduced advertising spend to 6% of revenue vs. 10% industry standard, improving ROI
- Implemented CRM/ERP automation, reducing admin staffing by 50% and improving sales visibility

Founder & Head of Product

Miit | 2018 – Present

- Created and launched a digital product focused on social engagement, leveraging lean startup and agile methodologies.
- Led product development and UX/UI design, contributing 600+ commits to the platform's codebase.
- Managed investor relations and secured recognition as a top global startup in the Pioneer Accelerator.
- Featured on BayFM's Searchlight: The Entrepreneurs Journey for product innovation and leadership.

Head of Business Development & Sales

Simplified Security | 2010 – 2014

- Founded and scaled a retail roller shutter business, achieving \$1.3M in annual sales across multiple regions.
- Led end-to-end operations across sales, customer service, and lead generation, ensuring consistent revenue growth.
- Implemented SEO and digital marketing strategies, securing top Google rankings for high-intent search terms.
- Built strong supplier relationships to enhance product quality and increase customer retention.

General Manager – Growth & Sales Strategy

Newtech Roller Shutters & Security Doors | 2008 – 2010

- Expanded business into new territories, increasing revenue and improving cash flow management.
- Led sales and lead generation teams, implementing high-converting strategies to exceed performance KPIs.
- Managed operations across sales, administration, and production, reporting directly to the Managing Director.

Head of Sales & Lead Generation

Modern Group | 2006 – 2008

- Led a sales team of 15 reps, generating \$500K in additional net profit within one year.
- Expanded business operations into Tasmania, unlocking new revenue streams and increasing market penetration.
- Trained and mentored sales teams, implementing consultative sales and finance-based selling techniques.

Call Centre & Lead Generation Manager

Modern Group/One Touch Solutions (New Delhi, India) | 2005 – 2006

- Directed an international call center serving Australian and US markets, overseeing recruitment, training, and performance development.
- Evaluated and reported on predictive dialer technology feasibility, improving efficiency for the Australian market.

Education & Professional Development

- Extensive experience in Sales Leadership, Revenue Growth, and Marketing Strategy
- Hands-on expertise in Product Management, CRM/ERP Implementation, and Digital Marketing
- Continuous professional learning in Agile Methodologies, Business Process Optimization, and Lead Generation
- Certificate III in Blinds, Awnings, Security Screens and Grilles
- Yellow Belt Certification in 5S Lean Methodology
- First Aid Certification (current)

Compliance Expertise

- Sound understanding of Australian Consumer Law, QBCC licensing requirements, PCI compliance, and WHS regulations
- Proven ability to ensure sales, service, and product processes align with regulatory standards and internal governance protocols

Technology Stack

- CRM & ERP Systems: HubSpot, Salesforce, BUZ
- Marketing & Analytics Tools: Google Ads, Facebook Ads, MailChimp, SendGrid
- Product Development & Cloud Services: Google Cloud, AWS, IntelliJ Suite, Flutter/Dart