

# - MICHAEL P. HOARD -

**FOUNDER, ADVISOR, REVENUE LEADER**

**B2C / B2B Tech and SaaS Start-Ups and Turnarounds**

P&L up to \$75M | Remote Global Teams of 50+ | 300% Revenue Growth in 4 Years

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## **EXECUTIVE BIOGRAPHY**

### **SUMMARY**

A Sales and Marketing Consultant and Executive, Michael Hoard has over 25 years of experience in the B2B / B2C Technology, Education and Professional Services industries.

Michael has served as a Fractional C-Level Revenue Leader for the past 6+ years working with various Series-A and Series-B Startups to scale and accelerate growth. Prior to that, he built operational efficiency programs leveraging sales / marketing / growth alignment for 3 global organizations that yielded significant Revenue and EBITDA growth as well as new product development.

### **HIGHLIGHTS & ACCOMPLISHMENTS**

#### **START-UP**

Took a concept for a B2B solution for PMP style training that sprung from an individual PMP Certification Training program and built an offering for Mid-Size and Enterprise organizations that leveraged the same training for internal teams. Led to a pipeline of \$5M in first 6 months and sales of \$1M in first year.

#### **SCALE-UP**

Developed and executed a B2B Marketing strategy focused on identifying and sealing gaps in the end-to-end customer journey by utilizing digital technology integrations, leading to the development of a \$75M pipeline in the first 6 months. Initiative drove a 60% increase in revenue (\$16.75M) in the first year, surpassing the targeted 50% increase by 10%.

#### **TURNAROUND**

Consulted with major customer stakeholders on business case development for new digital initiatives, focused on vertical growth in the cloud computing space to convert a projected 30% churn into a 15% surplus booking for new services, a swing of \$6.75M in revenue.

## **PROFESSIONAL EXPERIENCE**

In 2019, Michael relaunched and rebranded his consulting practice - IMPACTUS Growth Advisors - a firm specializing in deployment and execution of Sales / Marketing / Technology Alignment strategies. The focus of the firm is developing strategies that leverage technology as a backbone for true sales and marketing alignment, enabling organizations to be more efficient and targeted and data-driven in customer acquisition.

Recent client results: Client 1 - \$10 MM Revenue Growth, Client 2 - \$16.75 MM Revenue Growth, Client 3 - \$11 MM EBITDA Improvement.

Prior to consulting, Michael was responsible for multiple sales, marketing and technology leadership positions including: Head of Growth - ThriveDX Enterprise, VP of Marketing and Sales Enablement - Xeeva VP of Professional Services - ESW Capital, Head of Business Partnerships, North America - Navitas Head of Sales and Marketing Technology - Case Snow Management.

Early in his career, his role as Director of Design Engineering for world-class Design Communications Ltd., had him collaborate with F500's such as The Walt Disney Company and NBCUniversal.

Michael is a Lean Six Sigma Green Belt and a graduate of Rhode Island School of Design.

He is experienced in global business situations and has worked with teams in North America, EMEA, APAC LATAM, MENA, Israel and Australia.