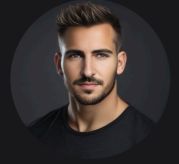


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+1 850-225-7539

ROBIN C. HOFFPAUIR



CHANNEL PARTNER SALES MANAGER

PROFESSIONAL SUMMARY

Channel Partner Sales Manager with 6 years of experience in driving significant revenue growth and enhancing partner capabilities. Expertise in sales strategy, team leadership, and strategic partnerships, consistently exceeding sales targets and optimizing sales processes. Passionate about leveraging innovative approaches to foster robust relationships and achieve long-term business success.

EMPLOYMENT HISTORY

JUN 2022 - PRESENT

Channel Account Manager, ISI Analytics, Remote

- Spearhead data analysis software sales in Western U.S., fostering robust Direct & Channel Partner relationships to surpass annual targets and boost deal sizes.
- Exceeded annual sales goals by 132% over a two-year period through teamwork and strategic planning.
- Enhanced Channel Partner capabilities, leading to a 105% increase in Year-over-Year Channel Revenue Growth.
- Successfully negotiated and finalized contracts of significant value, increasing the average deal size from \$8,500 to \$17,750.
- Shortened the sales cycle and decreased Client Acquisition Costs through effective co-marketing strategies within the Partner Ecosystem.

MAY 2020 - JUN 2022

Founder/Chief Revenue Officer, Parlayking LTD., Denver, CO

- Developed a unique Bayesian predictive algorithm tailored for Data Analysis applications.
- Implemented a focused go-to-market (GTM) strategy to penetrate the competitive Data Analysis SaaS market.
- Led the growth of the sales team, resulting in steady revenue increases. Established and implemented a streamlined sales process based on sophisticated methodologies.
- Designed customized product demonstrations and proofs-of-concept, utilizing negotiation expertise to finalize significant contracts and partnerships.
- Conducted thorough market trend analysis and customer need assessments, enhancing product features and sales tactics to optimize revenue opportunities and customer contentment.

AUG 2018 - MAY 2020

Channel Partner Account Representative, Compliance Solutions, Denver, CO

- Drove revenue for compliance safety training SaaS offering through targeted Partner recruitment, co-marketing initiatives, and building partner event roadshow plan.
- Focused on enablement and onboarding for channel partners and direct clients, increasing deal size and reducing sales cycle length.
- Drove channel partner strategy, resulting in substantial year-over-year revenue growth.
- Consistently exceeded sales quotas, highlighting impressive performance in SaaS sales.
- Developed creative solutions to streamline sales processes, resulting in improved efficiency and higher conversion rates. Introduced novel approaches to partner engagement.
- Anticipated market shifts, positioning the company for future growth opportunities. Contributed strategic insights to long-term channel partner development plans.

EDUCATION

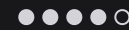
JAN 2013 - JUN 2015

Bachelor's Degree in Business Management, Metropolitan State University of Denver, Denver, CO

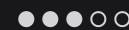
3.69 GPA attended on Baseball Scholarship

SKILLS

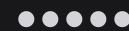
Sales Strategy



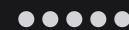
Team Leadership



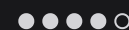
Channel Partner Relationship Management



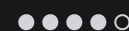
Strategic Partnerships



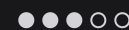
Sales Forecasting



Lead Generation



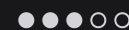
Business Development



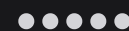
Revenue Growth



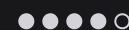
Customer Acquisition



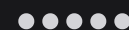
Negotiation



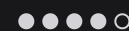
Cross-Functional Collaboration



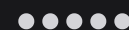
Data Analysis



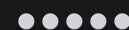
Problem Solving



Sales Operations



Partner Enablement



LINKS

[My Channel Portfolio](#)

[Linkedin Profile](#)