Todd Yancey

Sales Leader with Proven Track Record for Accelerating Growth

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SUMMARY

Visionary and Charismatic sales executive with a successful track record for formulating strategies and driving sales execution for high impact sales, business development, and partner alliances.

Expert at implementing multi-channel sales to gain competitive advantages and exceed revenue and profit targets. Equally successful within Startup, Rapid Growth, Turnaround, pre-IPO and public companies.

WORK EXPERIENCE

2015 - Current

Chief Revenue Officer

Investor Services

Led the Sales, Marketing, and Product teams for leading cloud-based fintech platform that fully automates the digital transactions and custody of financial assets with over one million accounts and 32-provider.

2015 - 2018

Chief Strategy Officer

IRA Services Trust Company

Transformed the Strategy, Products, Technology, Sales, Marketing, and Operations for custodian of Private Funds, Retirement, and Taxable accounts for Individual Investors, Financial Advisors, and Financial Institutions.

• Grew clients from 38K in 2013 to over 600K in 2018.
• Increased assets under custody from $3B in 2013 to over $10B in 2018.
• Completely overhauled the company which resulted in a 400% increase in market value.

2013 - 2015

VP Strategic Alliances (ISVs & OEMs)

SAP

Coordinated the overall strategic joint sales, marketing, and technology partnerships with HP, Oracle, and Trizetto to ensure competitive differentiation for AI, Analytics, Data, Mobile, and IoT platforms.

2009 - 2013

Strategic Alliances (ISVs & OEMs)

IBM

Directed the strategic joint sales, marketing, services, and technology partnerships for AI, Analytics, Data, and Statistics solutions.

• 2010 awarded #1 Business Unit Worldwide Revenue achieving 555% of plan.
• 2011 awarded #1 Business Unit Worldwide Revenue achieving 128% of plan.
• Strategic sales to Oracle, HP, BMC, Concur, Epicor, Jack Henry, and Symantec.

2007 - 2008

VP North America and Asia Pacific

Vovici (acquired by Verint)

Managed the North America and Asia Pacific sales for customer engagement solution that turns feedback into action that drives business results.

• Led a team of 4 Inside Sales Reps, 8 Outside Sales Reps, and 4 Sales Engineers.
• Strategic sales to Best Buy, Cisco, Dell, Disney, GM, Intel, Oracle, Sony, State Farm, and Walmart that increased revenues over 230%.

2002 - 2007 **SVP Worldwide Sales**

Instantis (acquired by Oracle)

SaaS-based solution for managing, tracking, and reporting on People, Processes, and Projects for C-level initiatives.

• Hired team of 4 Inside Sales Reps, 8 Outside Sales Reps, 8 Sales Engineers, and 6 Consultants that delivered over 100 customer wins and $42 Million in revenue.
• Enterprise-wide deployments with Abbott, Anthem, Ashland, Baxter, Cardinal, Chemtura, Cigna, Credit Suisse, DuPont, Eli Lilly, France Telecom, Hexion, Ingram Micro, Lockheed Martin, McKesson, Motorola, Quest Diagnostic, Schlumberger, Tyco, Verizon, Wells Fargo, and Xerox.

1999 - 2001 **VP Sales**

Versata

Built the sales and implementation groups for West, Mid-West, South West, Canada, National & Enterprise Accounts, ISVs, System Integrators, and the IBM Worldwide Strategic Relationship.

• Managed team of 8 Inside Sales Reps, 12 Outside Sales Reps, 12 Sales Engineers, and 35 Consultants.
• Achieved Top Revenue worldwide in 1999, 2000, 2001.
• Grew revenues in 1999 from $379K over $20 Million in 2000.
• Enterprise-wide deployments with ADP, Allianz, Bank America, Boeing, CF, CP Ships, Chicago Title, GE, PMI Group, Sears, United Defense, and Weyerhaeuser.

1998 - 1999 **VP Sales & Marketing**

Dynasty Technology Group a Wincor Nixdorf Company

Conducted due diligence on the viability for enterprise application development tools targeting Microsoft, UNIX, AS/400, and Tandem NonStop platforms.

1995 - 1998 **General Manager Developer Tools**

Fujitsu Software

Guided Fujitsu's North America and Europe application development tool products, sales, marketing, support, and business development groups for Microsoft, UNIX, and Mainframe platforms.

• Established key Strategic Partnership and Technology agreements with Microsoft, Intel, and Oracle which resulting in over a 300% year-over-year revenue growth.

1987 - 1995 **Value-Added Territory Manager**

Micro Focus, Inc

Spearheaded all global sales, marketing, business development, and technical support for ISVs, VARs, and System Integrators.

• Formed strategic partnerships with American Software, CA Technologies, D&B Software, Infor, Informix, Novell, Oracle, PeopleSoft, Sterling Software, and Sybase.
• Received "Circle of Excellence" in 1993 and 1994 for exceptional revenue and profit contributions.
• Restructured Micro Focus' UNIX business to a "Per User License" that resulted in over a 650% increase in revenue and profit for 1993.
• Achieved 1991 Worldwide Highest Net Revenue award for generating the highest percentage of net profit.