

CHRIS LUSK

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Summary

Experience building and leading highly productive sales and business development teams at the director level with a strong focus on GTM strategy, planning, and automation. Expert at consultative solution-selling with an innate ability to simplify and present complex solutions to prospects.

Independent Consultant

Business Development Consultant

January 2022 - Present

Helping start-ups and small businesses streamline sales operations, build go-to-market strategies, automate sales processes, scale growth teams, evaluate tech stacks, and develop enablement programs. Secured my first client from Upwork and have grown the client base through referrals.

Doorsey

Head of Growth

September 2021 - December 2021

Responsible for building the sales operations infrastructure and leading a team of sales development, account executive, and sales enablement reps. Company was too young to bring in this type of role but the experience and education was worth the risk.

Codelitt

Partnerships Director

June 2020 - September 2021

Responsible for developing and executing the global business development and marketing strategy for a custom software development firm. Designed, documented, and executed the sales processes, training, compensation structures, KPI's, and reports from scratch. Cultivated relationships with key C-Suite decision makers in F500 accounts.

Smartbnb

Director of Sales

Sept. 2019 - March 2020

Responsible for developing the global sales and marketing strategy for a SaaS-based artificial intelligence platform serving the short-term rental market. Managing the outbound sales efforts (lead generation to closing) to commercial and enterprise accounts.

Dickason Law Group

Chief Growth Officer

Sept. 2014 - May 2019

Leadership position charged with managing the go-to-market sales strategy, building the sales and marketing teams, and defining partnership sales channel. Lead digital transformation initiatives, business intelligence and data visualization, auditing and streamlining operating processes, defining KPI's across all departments, and building process automations with third party tools and custom development. Recipient of the Inc. 5000 Fastest Growing Companies for 2019.

Local Marketing Inc.

Regional Director of Business Development

Aug. 2012 - Aug. 2014

Charged with building the sales process for a national expansion of LMI's managed services in the digital marketing space. Managed a team of inside and outside sales reps, responsible for creating a scalable sales process for our managed services and grew national client revenues by 200%. Created sales training and enablement program for new hires.

WhatCounts

Business Development Manager

Feb. 2010 - July 2012

Business development responsibilities for a SaaS platform, appliance solution, and managed services offering. Calling on CMO's and Director level marketing contacts. Interface with CTO/CIO during appliance installs. Long sales cycle management. Consultative, strategic selling approach. Provide clients with digital/email marketing solutions, product training, demos, and RFPs/proposals.

Independent Medical Sales Rep

Capital Medical Equipment Sales

May 2002 - Jan. 2010

As an Independent Medical Sales professional, I represented various capital equipment manufacturers and product lines in the aesthetic, dermatologic, and surgical fields. A true hunting and closing role working on 100% commission, I negotiated distribution agreements with companies from all over the world. My territories ranged from a single city with one line, to seven states with another.

Education

University of West Georgia

2001

Bachelor of Business Administration (BBA), Marketing

Kappa Sigma Fraternity, chapter executive board