



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 strategy, planning, and automation. Go-to-market strategist who loves to move fast, learn, iterate, and keep pushing.

Codelitt

Director of Sales

June 2020 - Present

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. Standardized our service offerings for easier marketability and improved market adoption.

Cultivated relationships with key C-Suite decision makers in F500 accounts. Expert at consultative solution-selling providing guidance on very complex digital transformation issues in FinTech, PropTech, CRE, Healthcare, and Ecommerce.

Lead transition into a more effective sales ecosystem with the implementation of an account based marketing strategy, a more predictive outbound process, and a new account management strategy. Designed pipelines for 5 independent sales channels including stages, cycle forecasts, training, and reporting.

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. Managing all digital advertising campaigns, influencer marketing strategy, and social media and digital marketing lead acquisition.

Coast to Coast Title Services

Vice President, Sales Operations

July 2016 - May 2019

Named VP in July of 2016 to manage the sales operations of this newly acquired company, while continuing to serve as Chief Growth Officer of Dickason Law Group. Assisted in the negotiation and purchase of Coast To Coast in October 2014 by building and analyzing data sets and revenue models.

Key Contributions

- Grew revenues by 300% between 2014 and 2018
- Built the cloud-based ordering and fulfillment system
- Vendor and employee management (hiring, salary, training, onboarding)

Dickason Law Group

Chief Growth Officer

Sept. 2014 - May 2019

As Chief Growth Officer, I lead in researching and implementing new technology initiatives, streamlined processes with 3rd party automation applications, provided cutting-edge deep metrics, formulated and managed company-wide KPI's, and lead vertical integration and merger strategies. I managed the firm's business intelligence by designing and building mechanisms that spanned multiple services and departments to capture and visualize data. Helped implement the E.O.S. business operating system as well as design and foster a new culture throughout the company.

Key Contributions

- Lead in growing the firm's annual revenues by 50% year over year, from \$1MM in 2014 to over \$5MM 2018. On track to top \$6.5MM in 2019.
- Streamlined the accounting and affiliate payment process across multiple departments with a centralized reporting tool, cutting payment processing by more than 75%, allowing the relocation of human resources to other departments.
- Client Appreciation Program, created the industry's only program designed to recognize, reward, and retain agents and brokers
- **Recipient of the Inc. 5000 Fastest Growing Companies for 2019**

The managing partner formally shut down all company and subsidiary operations in May of 2019.

Local Marketing Inc.

Regional Director of Business Development

Aug. 2012 - Aug. 2014

LMI is a full service, boutique marketing agency that builds custom client acquisition strategies for our clients. As the Regional Director of Business Development, I was charged with building the sales process for a national expansion of LMI's managed services in the digital marketing space.

Key Contributions

- Grew national client revenues by 200%
- Managed a team of inside and outside sales reps
- Created a scalable sales process for our managed services
- Created sales training program for new hires
- Built and managed the email marketing strategy for lead generation
- Close deals and generate new revenue for the company

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.

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. The lines promoted various procedures such as skin resurfacing, laser hair removal, pain therapy, and post-surgery healing.

Education

University of West Georgia

Bachelor of Business Administration (BBA), Marketing - 1996 - 2001

Kappa Sigma Fraternity, chapter executive board - 1998 - 2001