

Sam McKinney

www.linkedin.com/in/samueljmckinney

(218) 213-5445
contact@samueljmckinney.com

RECENT EXPERIENCE

Sr. Sales Executive | Starboard Consulting

2021 - 2023

Starboard Consulting is a leading software consulting firm and IBM Gold Business Partner specializing in the IBM Maximo enterprise asset management platform. As the Sr. Sales Executive at Starboard Consulting, I was responsible for driving consultative SaaS and solutions sales, focusing on high-cost, long-term software implementation and upgrade projects. My key responsibilities included:

- Software consulting to provide clients with mission-critical asset management solutions via IBM Maximo.
- Engaging with government clients, particularly in the Utilities & Energy sectors, to understand their unique needs and provide tailored solutions.
- Managing executive accounts, building strong relationships, and ensuring customer satisfaction throughout the entire sales and post-sell process.
- Developing and deploying new products along with accompanying sales strategies to expand the company's offerings and meet evolving market demands.

Global Retail Biz. Dev. Manager | Hearing Components, Inc.

2019 - 2021

Hearing Components, Inc. is a global leader in the audio industry, specializing in the development of memory foam consumer earphone tips and audiology accessory products. As the Global Retail Business Development Manager I was responsible for driving the company's international sales strategy and product portfolio. Key achievements and responsibilities included:

- Managing global channel sales strategy, including over 100 Distribution, OEM and Audiology accounts, and 150+ SKU product catalog.
- Successfully adding 7 new international distribution accounts in Q4 2019, expanding the company's global reach and customer base.

SKILLS

Business Development
Global Channel Sales
Marketing
Team Management
OEM Operations
Distribution Logistics
Sales & Marketing
Sales Enablement
Cross Functional Leadership
Account Management
Coaching & Leadership
Product Development
Consultative Sales
Market Analysis
Strategic Planning
Change Management
Project Management
Ecommerce & Amazon
Analytics Analysis
SaaS
Office Suite & CRM Software

EDUCATION

Berklee College of Music, Boston

B.M. Business Management,
Psychology Minor, 2008 - 2012

- Navigating complex changes in the global retail environment caused by the COVID-19 pandemic, adapting strategies to ensure continued growth and profitability.
- Directing the global Amazon and e-commerce strategy, implementing a comprehensive overhaul that resulted in impressive growth in both domestic and international markets, with a significant reduction in ACOS (Advertising Cost of Sale) across key accounts.
- Leading go-to-market strategies for global product launches, overseeing packaging, marketing assets, public relations, and marketing development funds (MDF) utilization.

Vice President | Echobox Audio LLC.

2015 - 2018

Echobox Audio LLC is a dynamic audio technology company. As Vice President, I played a pivotal role in the company's growth and development. Key contributions and responsibilities included:

- Leading a successful crowdfunding campaign, ensuring a strong launch for the company's innovative products and initial global media campaign.
- Establishing and managing an international distribution network spanning 15 international territories, driving global retail and business development operations.
- Conducting regular visits to China to oversee product development, OEM partner network, and manufacturing operations, ensuring high-quality standards and timely delivery.
- Coordinating the design, production, and launch of a complete product line, including earphones and an Android-based audio player, meeting consumer demands and expanding the company's market presence.