

CRO / Senior Sales and Marketing Executive – Specialize in global sales growth by solving customer problems with new and emerging, data-driven technology solutions.

Exceed sales goals through a demand creation system that uses: 1) relevant enticements to generate leads, 2) a sales process that creates demand by solving valuable client problems, and 3) follow-on client servicing that generates referrals by reaffirming the value delivered.

Sales Growth at Publicly Traded and Startup Companies

- Take 5 technology-based startups from idea to revenue including one from pilot to over \$200 million and one to acquisition by Walmart. All others also acquired.
 - Achieve nearly 200% of goal for a global, research data driven, virtual reality platform.
 - Lead an over 20-person, 3 region, U.S. business intelligence SaaS sales team in CPG industry to \$60 million in revenue and an acquisition by business partner Oracle.
 - Build an Internet of Things (IoT) wireless shipment monitoring company and SaaS platform supporting fresh, safe and on-time delivery of perishable shipments from startup to over 100 employees. Now owned by Emerson Electric.
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Contributions to Sales Growth

Founder and President, Hennessy Advisory – Jan 2023 to present
Facilitate brand and retail collaboration to improve robotic, automated fulfillment system performance. Work with Hershey and other brands and retailers.

Engago – advisor on business development and marketing - Jan 2023 to present
Branded mobile games platform to enhance and expand retail media networks.

Retail Cities – advisor and consultant – Oct. 2023 to present
Support brand and retail analytics and consulting services.

Clinical Assistant Professor, Marketing and Executive Director of the Center for Marketing Analysis, University at Buffalo School of Management, Sept. 2025 to present

- Develop corporate partnerships through behavioral lab and other outcome-based research projects, industry events and curriculum collaboration.
- Engage industry with students to better prepare students upon graduation.
- Bring decades of sales and marketing experience to the classroom to provide students with real-life applications of marketing curriculum.

Sr. Director Global Sales and Marketing, Alert Innovation, North Billerica, MA, Jan 2021 to Nov. 2022

Robotic, automated e-grocery fulfillment system, software and services

Recruited by CEO to build commercial value from pilot; acquired by Walmart.

- Advance Walmart adoption of Alert Alphabot automated fulfillment system variants.
 - Expand global pipeline with top tier global supermarket retailers.
 - Build sales and marketing teams.
 - Establish high-level relationships and partnerships including an advisory council of senior level retail industry experts and influencers.
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Chief Revenue Officer, Elateral, Chicago & Farnham, UK, March 2019 to June 2020

Locally customizable multi-channel marketing collateral SaaS platform

Build pipeline from flat sales with no leads to multiple new, blue chip global clients and an efficient, growing pipeline.

- Build lead generation capabilities that closed several major global brands.
 - Develop partnerships with ad agencies to accelerate efficient sales growth.
 - Coach and develop global sales team and instill a corporate sales culture.
 - Contribute to academic paper from U of AR on retail technology adoption.
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CRO, Kantar Consulting, VR Practice, Chicago & London, June 2016 to January 2019

Global brand and retail consulting experts. Retail virtual reality practice area.

Steadily increase revenues and achieve nearly 200% of annual sales goal.

- Individually close several large, global accounts with support of global Kantar team.
 - Successfully launch multiple new, data, research, and technology driven solutions.
 - Build, train and coach global sales and marketing teams.
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Mobile Sales Strategist – Lextech Global Services, Chicago, 2014 to 2016

Experts at business improvement through enterprise mobile apps.

Consulting role to improve lead generation and sales growth practices.

EVP Sales and Marketing - ThinkVine, Chicago, 2014

Generate 28% more sales for clients from existing marketing funds. VC funded.

Revitalize sales momentum and marketplace awareness by focusing on value delivered.

SVP Sales - Mobeam, Inc., Palo Alto, CA, 2012 to 2013

Mobile payment, loyalty and personalized coupon technology solution. VC funded.

Acquired.

Recruited by CEO to make Mobeam's innovative technical achievements a commercial success.

- Establish initial revenue base for mobile personalized offers through technology partnership with Samsung and installation of tech. and app on Samsung handsets.
- Expand sources of revenue and consumer value of application by signing multiple payment providers and coupon issuing brands as mobile application customers.

SVP Global Sales and Marketing - Locus Traxx, Jupiter, FL, 2009 to 2012

SaaS wireless shipment monitoring IoT solution for Food Safety of perishable shipments. Privately funded. Acquired.

Recruited from Locus Traxx Board by CEO to build the company.

- Build from startup to over 100 employees supporting over 50 global growers and shippers.
- Achieve scale and increase awareness and sales growth rate through partnerships with leading perishable shipment brokers CH Robinson and Allen Lund.

SVP Sales and Marketing - Concept Shopping, Lisle, IL, 2000 to 2009

Personal offer platform using AI applied to loyalty card data. Silicon Valley funded startup. Acquired.

Recruited by CEO to build all aspects of sales and marketing.

Build sales and marketing team from scratch to \$10 million in sales.

Information Resources, Chicago, 1990 – 1999

Business Intelligence platform focused on increasing sales for Retailers and CPG companies.

SVP Software Solution Sales

- Exceed software sales goals each quarter to achieve a \$60 million annual target.
- Manage software sales teams across 4 U.S. offices.

VP, Regional Software Solution Sales Manager

Remain above goal on a \$20 million plan managing software sales teams in four cities.

Sr. Software Solution Sales Representative

Number one software sales rep for two consecutive years at over 200% of goal, hitting a single rep. record of over \$6 million in annual sales.

Client Service Representative, SAMI, Chicago, IL, 1981 to 1990

Syndicated purchase data subscription and analytics services for CPG companies and retailers.

Make Tropicana Twister a \$100 million brand in one year through a data-driven sales program to support the launch and the ongoing sale of Tropicana Twister.

Academics

Guest lecturer: sales, marketing and technology: DePaul University, University of Arkansas

Walton School of Business, University of Buffalo

1988 Loyola University Graduate School of Business

1985 Loyola University of Chicago - AB Communications

Other Activities

North Branch Arts, local art and nature non-profit, Chicago – Board Member 2015...

Locus Traxx, Milwaukee, WI – Board Member 2007 – 2009

Historic Pullman Foundation – Communication and Development committees – 2024...