**John Wilson** Overland Park, KS 816-337-6287

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# Professional Summary

Driven executive with expertise in sales, service, and workflow process design and implementation. Innovative problem solver with strong skills in Go-To-Market strategy and building teams that exceed goals. Proven leader in process implementation with a focus on scalability, building operations teams, and maintaining positive attitudes to achieve strategic objectives. Extensive experience in managing sales productivity, customer success, and revenue models for scalable business growth.

# Professional Experience

## A Place for Mom – Overland Park, KS

**Senior Director of Sales Strategy & Account Management February 2022 – Present**

* Visionary executive leading the Homecare division with oversight of all customer-facing teams, directing 108 individual contributors and 7 managers across 5 teams: Care Advisors, Care Coordinators, Home Care Acquisition, Customer Success, and Support.
* Orchestrated strategic shifts in product offerings, transitioning from a cost per acquisition model to a cost per lead model, achieving 400% revenue growth.
* Achieved 200% EBITDA growth within Home Care business unit YoY.
* Renowned as a thought leader in customer experience, focusing on empathy and genuine connections during the senior care search process.
* Implemented process changes within the Home Care Acquisition team, doubling the size of the participating agency network.
* Oversaw budgets and exercised financial acumen, making critical decisions regarding resource allocation.
* Combined visionary thinking with strategic innovation to drive success in the senior care industry.

## PreK.com

**Vice President of Revenue Management & Strategy July 2019 – January 2022**

* Led the design, implementation, and execution of all operations related to campaign development, customer acquisition, and client services.
* Created $1M ARR in year 2 after
* Established corporate standards for metrics to track ongoing success and drive high-level decision- making.
* Developed best practices for user site utilization and operational improvements across divisions.
* Curated and administered CRM (Salesforce) workflow processes that automated marketing and pipeline management procedures.
* Managed teams of inside sales and service professionals, exceeding goals through coaching and strategy execution.
* Oversaw resource allocation, expanding the team from 3 to 26 employees.

## Excelligence Learning Corp National Accounts Manager January 2018 – July 2019

* Developed and grew relationships with the largest national accounts, maintaining 7 accounts totaling

$18M in revenue.

* Increased revenue by 22% through strategic analysis and customer satisfaction improvements.
* Provided detailed bid pricing and reviewed margins, profitability, and delivery costs.

## Key Accounts Manager May 2015 – January 2018

* Designed strategies to improve efficiency in maintaining top revenue accounts.
* Supervised a team of Key Accounts Coordinators and facilitated market expansion by identifying client growth potential.
* Fostered interdepartmental relationships to streamline internal processes for client growth.

## Customer Service Site Manager May 2012 – May 2015

* Supervised an inbound call center with 35 employees, responsible for interviewing, hiring, and training up to 15 seasonal employees annually.
* Maintained single-digit employee turnover through a fun, professional environment while troubleshooting technical issues.

# Education

**University of Missouri-Kansas City 2005-2008**

# Skills

* High-Level People Manager
* Proven Track Record of Success
* Sales Management
* Process Development & Implementation
* Analytical Problem Solver
* Data Analysis
* CRM Implementation
* Change Management
* Customer-Centric Focus
* Excellent Communication Skills
* Confident Performance Ability
* Financial Modeling
* Scalable Operations
* Go-To-Market Development & Implementation