

**John Wilson**

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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.

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**Professional Experience****J&B Partner Solutions, Inc. – Overland Park, KS****President, Co Founder****November 2024 – present**

- Develops and optimizes sales processes, pipeline management, and outreach strategies to drive revenue growth.
- Identifies new opportunities, builds client relationships, and expands market presence across home care, healthcare, and early childhood education.
- Equips sales teams with the tools, scripts, and coaching needed to improve performance and close more deals.

**A Place for Mom – Overland Park, KS****Senior Director of Sales Strategy & Account Management****February 2022 – October 2024**

- 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.

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**Education**

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

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**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