

# Ronald Dennis Lee

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## Executive Summary

Accomplished product and marketing executive with integrated expertise in solving enterprise system challenges, building successful cloud software products, growing revenues and managing businesses

## Skills

|                                |                              |                          |
|--------------------------------|------------------------------|--------------------------|
| Product Management             | Product Marketing            | Software Sales           |
| Management / Operations        | Recruiting / Team Building   | Strategy / Positioning   |
| Presentations / Speaking       | Writing / Thought Leadership | Business Consulting      |
| Enterprise System Architecture | Agile Software Development   | DevOps / SaaS Operations |
| Channel / Product Partnerships | Inbound Lead Generation      | Support / Services       |

## Professional Experience

### CTO/CMO, Co-Founder

**2010 to Present**

Pacejet (cloud-based software)

50% annual sales growth for the last 3 years by developing strong inbound marketing programs, growing effective inside sales processes, and launching high-value new products continuously

Oracle-NetSuite Product Partner of the Year out of hundreds of competitors by managing teams that delivered outstanding customer service and demonstrated strategic solution value in joint sales

97% subscription renewals while doubling the average selling price, deploying weekly and monthly product innovations, maintaining 99.9% SaaS uptime, and supporting hundreds of customer go-lives

Million dollars per day in shipping managed on a multi-tenant software as a service platform, growing 2x per year, running on Amazon Web Services with no cost increases via rapid platform optimization

Tripled inbound leads by deploying integrated Salesforce and Hubspot systems, producing high quality content aggressively, and recruiting more experienced marketing staff and partners

Fast growth with lean funding achieved by aggressively managing operations with limited cash, controlling costs, raising funds with angel and outside investors, supporting low employee attrition

Doubled channel sales with Oracle-NetSuite partner with new "sell-thru" partnership, training hundreds of sales, presales, service reps, creating new packaging, pricing, collateral, sales tools

Sales-driven product roadmap delivering growth with 3x faster user experience, 100+ new carrier integrations, major new ERP integrations, 10x increase in scalability, an entirely new user interface

Complex product upgrades deployed automatically to hundreds of businesses by building an integrated DevOps team, leveraging continuous deployment, prioritizing features by customer value

10x addressable market expansion by designing and launching a new RESTful API for ERP integration and establishing new channel partnerships for SAP, Infor, Oracle, Acumatica, Microsoft, and others

FedEx Gold Award and UPS Ready Certification by completing rigorous certification tests over multiple years, growing subscribers rapidly, and demonstrating value with joint customers

## **VP of Business Development, Co-Founder**

**2003 to 2010**

Pacejet (cloud-based software)

Launched a new web-based shipping and warehouse software platform, creating the product vision, managing development, and building from start, through launch, and into growth

Built a high-growth software business with sales to 150+ new customers and revenues of more than \$2.5M from a vision, spin-off of legacy software operation, and the support of angel investors

Increased sales growth by achieving OEM status with a key partner (Infor) to private-label Pacejet shipping and warehouse software applications for increased sales with efficient distribution

Improved sales win rates and shortened sales cycles by developing and refining the sales survey, solution design, and demonstration process and proving it out in hundreds of sales cycles

Raised new capital including \$2.5M in angel funds and \$1.2M in Ohio loans with co-founder by developing the business plans, articulating and selling the vision, and proving execution results

## **VP of Business Development**

**1997 to 2003**

Frontstep (formerly Symix now owned by Infor, application software)

Increased new sales pipeline +300% while managing direct marketing operations including email, event, website, telemarketing, and other programs

Expanded customer-base revenue +20% with branded webcast series reaching 1,000 customers in 90 days, including the launch of a new CRM solution which sold 1,000 seats in two quarters

Delivered \$3M in new sales and profitable operating results after launching and managing a new business unit focused on e-commerce. Designed service models, acquired a complementary software business, recruited staff, and delivered high-profile customer success stories

Achieved 150% of revenue quota, improved profit margins, and increased cash-flow as manager of custom programming and online app-store business units. Accelerated new sales close rates 25% by using bundled software and services as turn-key solutions

Grew quarterly sales above \$1M for a newly acquired field service management software application after two quarters of operations. Managed all aspects of marketing, product management, development, services, and sales channel management to grow the business unit

## **Strategic Product Planning Manager**

**1990 to 1997**

Information Dimensions/Battelle (now owned by Open Text, application software)

Launched the first web-based document management solution in the market and grew sales to more than 200 companies in 18 months

Directed a team of product managers responsible for all aspects of marketing, product management, and development of enterprise document management software platform

Delivered dozens of new software products and releases to support sales growth for the BASIS suite of document management software

Managed the localization, testing, launch, and support of enterprise document management software in key new international regions including China, Korea, and Japan

## **Education and Engagement**

**Masters (MBA)**, Business Administration, Graduated with Distinction – Capital University, 1994

**Bachelor of Science (BS)**, Computer Science Engineering – The Ohio State University, 1990

**The Executive Forum (TEF)** – Professional development and networking group

**Eagle Scout** – Boy Scouts of America