



Martin Vann

CSO

About Martin

Martin helps companies accelerate growth by unlocking market insights and developing go-to-market strategies tightly integrated with programmatic execution. With deep experience across enterprise, resellers, OEM, eCommerce, and marketplace platforms sales models, Martin leads teams that sell technology products, including hardware, software, cloud, and SaaS offerings. His coaching style is recognized for building high-performing teams, and he ensures organizational success through his ability to break complex processes into achievable deliverables. He works across venture, private equity, and privately owned companies to drive revenue and profit growth.

How Martin has Helped Businesses Grow

- Generated \$15 million in year one revenue, growing to \$120 million in five years, by launching a collaborative infrastructure product for the media and entertainment market.
- Created and led team execution of a business plan for penetrating a new vertical market, generating \$12 million in first-year revenue, enabling a successful IPO; vertical market grew to over \$75 million in five years
- Improved the profit margin of a professional services team by 150% through better opportunity analysis and deployment of new engagement methodologies.
- Grew partner revenue by 700% to \$50 million in four years, designing and launching a new channel sales program focused on collaboration, partner capacity, and capability.
- Transitioned from a perpetual licensing model to SaaS, achieving first-year recurring revenue of over \$10 million, doubling each of the next two years through an enterprise and vertical sales methodology tightly integrated with programmatic demand generation.
- Developed an accelerated upgrade strategy that migrated over 50% of the customer base to the latest product offering in three years instead of five years, generating an incremental \$10 million in revenue per year.
- Generated \$11 million in year one revenue, incubating a new B2B division of a fast-growing private technology company.
- Launched a new strategic account sales methodology, which grew enterprise revenue by 20% in its first year of deployment to \$200 million.
- Created product pricing model for a new family of products through detailed value chain analysis, generating over \$8 million in revenue in its first year.

Executive Experience

- SVP Sales and Marketing VPS, and VCS, Videndum PLC (formally Vitec Group)
- Consultant, CEO MelroseTec
- SVP Worldwide Sales and Professional Services, Avid Technology
- VP Sales, Marketing and Services and Division General Manager, Autodesk M&E

Expertise

Industry Experience

- SaaS
- Professional Services
- Technology
- Media and Entertainment
- Wireless
- Manufacturing

Specialties

- Growth Strategy
- Competitive Strategy
- Go-to-Market Strategy

Education

- B.S., Finance, University of Illinois Urbana-Champaign

Contact Information

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