



Rob Rash

CSO

About Rob Rash

With 25 years of successful sales leadership, Rob drives record growth and profitability for growth-oriented firms to create substantial new value. A values-oriented servant leader and teambuilder, he brings together the right people, processes and technology to create transformative change. An expert in go-to-market strategy development and sales process improvement, Rob delivers highly profitable accelerated revenue that beats the market. A trusted partner and advisor to CXOs based on informed insights, Rob is laser-focused on building winning sales teams leading to outstanding growth.

How Rob has Helped Businesses Grow

- Drove above market sales growth at two organizations that resulted in successful business exits.
- Posted record sales results at Argano Keste despite Covid-19 related market challenges. Strengthened and expanded core accounts and heavily emphasized new logo and channel partner development, driving exemplary growth and record earnings.
- Grew sales 28% YoY at Fruition Partners, facilitating sale to DXC Technology. Achieved record sales results through a strong middle market focus, new sales strategy, improved channel program, and joint selling strategy.
- Achieved double-digit sales gains annually at KPMG Consulting. Partnered effectively with industry leading SaaS software vendors such as Salesforce, ServiceNow, and Workday.
- Reached record revenues at Kroll by growing sales 21% YoY. Delivered significant increases in revenue growth and profitability across all business lines.
- Substantially grew revenue and earnings to for six consecutive years at Rash & Associates, resulting in a highly lucrative acquisition of the business by a publicly-traded competitor.

Executive Experience

- Sales Advisory Leader, SBI Growth Advisory
- Vice President, Sales, Argano Keste, LLC
- Vice President, Sales, Olympia Growth Consultants, LLC
- Vice President, Sales, Fruition Partners, Inc.
- Director, Business Development, KPMG Consulting, LLP
- Managing Director, Kroll, LLC

Expertise

Industry Experience

- Technology
- SaaS
- Professional Services
- Manufacturing

Specialties

- Sales Growth
- Market Penetration & Growth
- Channel Strategy

Education

- M.A. Global Leadership, Dallas Baptist University
- B.S. Computer Science, University of North Texas

Contact Information

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