



Vince Margiotta

CSO

About Vince Margiotta

A senior executive who excels in driving sales, revenue, and margin growth, Vince draws on deep Sales, Marketing and Product Management experience to achieve holistic business outcomes. Operating collaboratively with a sense of urgency, Vince achieves profitable growth through teamwork, sales leadership, strong customer relationships, and cost management. Recognized for top sales performance, he drives breakthrough sales performance by leveraging scale, scope, and velocity.

How Vince has Helped Businesses Grow

- Drove annual revenue growth of 22% over 3 years. Propelled 30% sales growth on base of \$800 million by improving lead conversion, KPI management and sales Rep coaching and development.
- Improved Sales Rep productivity by 20%, improved morale and reduced sales turnover by half at a large tech company where sales team was struggling to achieve quotas.
- At a large telecom company, grew high value, warm leads by launching a **Predictable Revenue** sales lead generation program in partnership with Marketing. Closed 4x larger average size deals and achieved 2x higher sales close ratios.
- Doubled annual sales as COO of mid-sized telecom by integrating separately sold hardware, software and services into a turnkey, customized managed service bundle.
- Collaborated with marketing and call center leaders to build a scalable, inside-out lead generation program to get the right inbound leads to the right salespeople. Launched nationally as best practice.
- Drove double-digit YoY sales growth and expanded addressable market into new geographic and vertical segments. Introduced sales engineers and product managers early in the sales process to differentiate and reinforce value proposition.

Executive Experience

- Regional Vice President, Comcast Business
- Chief Sales and Marketing Officer, ZVRS/Purple Communications
- Group Vice President, Business Services Sales, Time Warner Cable, Business
- Group Vice President and Chief Operating Officer, XO Communications

Expertise

Industry Experience

- Technology
- Wireless/Telecommunications
- SaaS
- Financial Services

Specialties

- Sales Growth
- Growth Strategy
- Go-to-Market Strategy
- Product Innovation

Education

- MS, Technology Commercialization, The University of Texas at Austin
- MBA, The University of Dallas
- BBA, Finance, The University of Texas at Austin

Contact Information

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