

JOE RODGERS

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McKinney, TX 75071

Marketing & Sales Professional

Senior Marketing Professional with repeated success in developing strategic programs that drive significant demand generation, sales, and ROI. Able to engage with all levels within organizations, as well as work with strategic partners on executing go to market strategies.

Areas of Expertise

Marketing Planning and Execution • Demand Generation • Sales Account & Territory Planning • Business Development • Forecasting & Analytics

“Joe is the type of person who can walk into a room and ‘own it.’ ... He can not only drive urgency and move leads through an entire sales cycle single-handedly, but he is able to build customer rapport almost immediately upon contact.” Read more at <http://www.linkedin.com/in/jrmarketing>

CAREER HISTORY AND ACHIEVEMENTS



Hewlett Packard Enterprise (HPE), Plano, TX

2018-Present

Senior Marketing Manager, US Field Marketing

Snapshot: Average 250:1 Revenue Generated to Campaign Cost ROI on Marketing Campaigns

Develop and execute marketing plans for the US Telco segment. Drive demand generation campaigns by utilizing account-based marketing with the objective of producing new leads and revenue opportunities. Partner with sales to focus on key areas of growth for the company.

- **PROGRAM MANAGEMENT:** Project Rocket Fuel - Built a dynamic SharePoint that pulled in account information from SFDC and generated call to action plus collateral based on Install Base information. Created \$22M in new opportunities in first 6 months and as a result will be pushed to other segments in the US Field Marketing team.
- **ACCOUNT BASED MARKETING:** Identify and engage strategic opportunities in key accounts. Deliver turn key programs for for these accounts for sales to leverage in their pursuits.
- **ANALYTICS:** Saved the North American Field Marketing Team an estimated 2500 hours over the next 12 months thanks to a custom-built dashboard that consolidates 3 reports and tracks all marketing generated business.



Hewlett Packard Enterprise (HPE), Dallas Ft. Worth, TX

2013-2018

Field Territory Manager, Enterprise Group

Snapshot: 100% Territory Revenue Growth Over 4 years and 100% Quota Attainment All 4 years

Selected to develop and implement a scalable territory plan to drive revenue growth for the entire Enterprise Group product portfolio through internal team and external VAR partnerships. FY16 TOLA Rep of the Year for Quota Attainment and Closed Revenue as well as FY17 Q1 & Q2.

HPE, Continued...

- **SALES:** Grew territory that was generating \$11 million to reach \$21 million in revenue over a 4-year period. Met all quota and sales targets for 4 consecutive years and consistently ranked in the Top tier of sales representatives for quota attainment. Received Composable Challenge Award for Biggest BladeSystem New Logo in FY2016.
- **PROGRAM DEVELOPMENT:** Developed Install Base sales program for Field and Inside Sales to cross sell into install base accounts that generated \$6.8M in revenue for 168 opportunities in FY16.



Hewlett Packard Enterprise (HPE), Conway, AR 2011-2013
 Microsoft Virtualization Solution Sales, Enterprise Group

Snapshot: Increased Microsoft OEM Attach 3x and Revenue 36%

Charged with identifying and capitalizing on new opportunities to sell the Microsoft OEM portfolio of virtualization software to HPE national accounts. Enabled more than 300 inside sales representatives.

SALES: Increased HPE Microsoft OEM revenue \$8 million over 2 years to reach \$30 million.

- **SALES TRAINING:** Trained 300+ inside sales representatives on the Microsoft Virtualization go-to-market strategy.
- **JOINT VENTURE:** Developed and implemented a first-of-its-kind global HPE/Microsoft worldwide call blitz to train 400+ representatives and generate \$38 million in new pipeline within 48 hours.



Diamond Bear Brewing Company, Little Rock, AR 2008-2010
 Director of Sales and Marketing

Snapshot: Spurred record sales growth to achieve 125% sales attainment for 2 consecutive years.

Brought on board to provide sales and marketing leadership as the company faced severe production and distribution challenges that were prohibiting growth. Put the sales, marketing, and distribution infrastructure in place to enable continued expansion.

- **MARKETING:** Developed branding and GTM strategy for 2 new brands, including all packaging, displays, and tap handles. Redesigned company website and launched the company's social media presence, which transformed into a major cost-savings center.
- **SALES:** Grew sales volume 20% in the first 12 months and 75% in the following 12 months, meeting all sales targets.



Franklin Electrofluid Company, North Little Rock, AR 2006-2008
 OUTSIDE SALES REPRESENTATIVE

Snapshot: Drove 20% sales growth in a mature territory

Developed the North Central Arkansas sales territory with a primary focus on new account development. Nurtured existing accounts and built solid relationships with decision-makers.

EDUCATION



Christian Brothers University, Memphis, TN 2006
 Bachelor of Science in Business Administration (BSBA), Marketing