

# JOE LOUISON

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## HEAD OF SALES LEADERSHIP

**EMPHASIS: STRATEGIC SALES LEADERSHIP, KEY ACCOUNT MANAGEMENT, PROJECT MANAGEMENT**

**Dynamic and results-driven leader with over 19 years of experience in strategic account management, product management, and operational leadership.** Proven track record of managing and motivating cross-functional teams to execute product strategy to meet the market needs. Expertise in developing and implementing initiatives to enhance customer success, long-term value, and overall customer experience. Adept at evaluating customer insights, customer feedback, and predicting client value. Exceptional coach and strategist with a history of providing insightful updates to senior leadership. Demonstrated success in with growing startups pre-IPO, public companies and multiple industries. Developing and enhancing process enhancements while implementing new system. **At ConstructEdge, doubled MRR in less than 12 months by matching product offerings to the market and implementing account management strategies to present the solutions.**

### AREAS OF EXPERTISE

Customer Success & Retention  
Customer Satisfaction (CSAT) Score  
Strategic/Key Account Management

Call Center Management  
Project & Product Management  
Net Promoter Score (NPS)

Monthly Recurring Revenue (MRR)  
Pipeline Management  
Leadership Development Programs

### EXPERIENCE

CONSTRUCTEDGE dba of CCR Technologies, Cedar Rapids, IA

2022 – 2025

#### **Head of Sales (OCTOBER 2022 – APRIL 2025)**

- Led teams of quota-carrying Strategic Account Executives and Sales Executives.
- Developed and implemented sales and account strategies to drive team performance and achieve revenue targets.
- Spearheaded the "Expanding and Landing" sales approach to increase market penetration and customer retention.
- Built and maintained trust with senior executives to establish standards for their IT and Field Operations.
- Research areas of opportunity within the industry including revenue opportunities and competitor strategies.
- Work closely with Product and Marketing leaders on matching product offering to the market and presenting information to multiple different personas utilizing services.
- Drove pipeline management for Sales team with an average unweighted pipeline of four times their quota.
- Documented and standardized sales processes to facilitate scaling and consistent performance across the team.
- Stayed current on industry trends and winning strategies by attending and lead multiple exhibits.
- Established team training by both internal and external programs to stay current with sales trends and techniques.

#### **Key Accomplishments**

- Grew company revenue from \$1.5 million to \$2.6 million (73% increase) by expanding product offerings, executed account strategic plans, and building strong customer relationships.
- Increased Monthly Recurring Revenue (MRR) from over \$80,000 to over \$170,000 from January 2024 to December 2024 through strategic sales initiatives, expanding product mix, and customer retention efforts.
- Onboarded multiple new enterprise companies to bring in on average \$225,000 in first full year following principles established during time with team.
- Increased deal velocity from 45 days to 30 days to implement on average.

GODADDY, Scottsdale, AZ and Hiawatha, IA

2005 – 2022

#### **Manager, Account Management (Customer Success) (MARCH 2021 – AUGUST 2022)**

- Provide strategic leadership and manage the daily operations of a High-Value Customer Team. Train, supervise, and mentor a team of 4 Account Managers, 12 Customer Support Guides, and 1 Team Manager.
- Explore and develop strategies to deliver an experience for customers that focuses on improving client success,

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retainment, and the overall customer experience.

- Coach and train front line employees on new processes that transition daily activity from reactive to proactive account management.
- Share impact, results, and strategy with the President and Vice Presidents of Care monthly.
- Work closely with the Director of Customer Experience and Marketing to develop and implement strategies for a loyalty program. Serve as a liaison between product development, marketing, and customer success.

## Key Accomplishments

- Improved customer engagement across a new product line by 300% and doubled product retention in 3 months.
- Improved NPS score from 54 to 90 by implementing account management principles.
- Increased revenue retention by \$1.6M within the first 6 months in the role.
- Maintained an Average Speed of Answer (ASA) under 60 seconds for more than a year.
- Expanded support for customers from voice only to asynchronous by implementing new tools and processes that included Chat, SMS, and email.

## Senior Sales Operations Manager (JULY 2016 – MARCH 2021)

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- Provided sales and operations leadership to a team of 120 Sales Representatives and 8 Sales Supervisors across 4 different departments.
- Coached and developed supervisors to achieve their targets and created a positive employee experience.
- Communicated business performance with Senior Executives monthly, shared current strategies, best practices, and roadblocks.
- Worked closely with Business Intelligence and Workforce Management to evaluate opportunities for growth. Reviewed data and identified best practices to position, sell different product lines, and evaluate hiring decisions.
- Created and implemented coaching plans and scripts to improve agent performance.

## Key Accomplishments

- Led a hiring and onboarding initiative that doubled the size of the Inbound Sales department. Hired 200 qualified candidates within 4 months.
- Transitioned the team from a renewal-based sales model to a new sales model. Increased new sales per person per day from \$500 to \$1,500 by revamping the bonus structure, changing sales processes, and adjusting the routing strategy.
- Developed and launched a Leadership Training Program that developed 40 Supervisors over 2 years.
- Created and implemented a new coaching structure called "Trigger Coaching" that was adopted by the organization to measure improvement and accountability.
- Developed a profitable Billing Department with 80+ front line consultants working across multiple locations that generated \$36M in annual sales revenue with 600,000 interactions annually.

## Sales Operations Manager (NOVEMBER 2011 – JULY 2016)

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- Provided sales and operations leadership to a team of 450 Inbound Sales Representatives responsible for supporting multiple lines of business. Directly supervised a team of 15 Supervisors.
- Coached and developed supervisors to achieve their targets and created a positive employee experience.

## Key Accomplishments

- Developed an initiative for monthly quotas (targets) that created an environment of ownership over performance and increased overall performance from \$400 to \$1,000 in new revenue per day in 9 months.

## Sales Floor Manager (2005 – 2011)

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- Provided sales and operations leadership to a team of 14 Supervisors and 300 agents across multiple shifts and locations.

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## EDUCATION & COMPUTER SKILLS

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ARIZONA STATE UNIVERSITY, Tempe, AZ | General Coursework

DDI Leadership Training Certification | Certified Six Sigma Yellow Belt, GoDaddy | Foundations of Project Management, Google

*Microsoft Office 365 (Word, Excel, PowerPoint, Outlook, Visio, SharePoint, OneNote, Microsoft Teams), Slack, JIRA (JIRA Service Desk), Hubspot, Asana, Zoom, ConnectWise, Canva, Confluence, Calendly, Solar Winds, Tableau, NICE In Contact, OrecX, Verint, CISCO, Alvaria, HTML, WordPress*