



TRADITIONAL CONSULTING • INNOVATIVE RECRUITMENT

## LINDSEY ANDERSON

### Consulting CRO

[landerson@cros2go.com](mailto:landerson@cros2go.com)

(408) 594-2837

### EXECUTIVE SUMMARY

Consulting CRO with 30+ years of experience in revenue leadership roles, primarily in technology, including software, SaaS, and hardware. In both CRO and VP Sales (and Marketing) experience with Seed, Series A and B startups, mid-size companies and global public companies. As she developed and led revenue-focused teams for hardware firms, traditional software companies and SaaS organizations, she deepened her diverse understanding and skillset and capably works with sales teams to have a positive impact on revenue growth and predictability.

### EXPERIENCE

#### **PARTNER, CONSULTING CRO**

2021 to Present

*Specialty consulting CRO and recruiting firm that customizes sales and marketing solutions by utilizing part- and full-time staff through contract employment or direct hire.*

#### **CROs2GO**

[www.cros2go.com](http://www.cros2go.com)

#### **NATIONAL SALES MANAGER**

2018 to 2021

*\$50M organization formed by several data-focused acquisitions.*

- Business development lead hired to oversee and turn around relationships with largest customers (Microsoft, Google, Amazon, Oracle) generating over \$7M in annual revenue. Played a key role in development of standardized processes and systems surrounding customer relationships, renewal dates, and contract details, ultimately laying the foundation for implementation within Salesforce.
- Secured largest deal in company history delivering \$13.8M in managed services revenue; identified opportunity to expand scope of work and collaborated across multiple stakeholders to address pricing and revenue recognition issues.

#### **Magnitude Software**

Seattle, WA

#### **PRINCIPAL CONSULTANT**

2017 to 2018

*Private consulting firm offering GTM strategic guidance.*

- Provided interim marketing and sales consulting services to international early stage companies, leveraging offshore resources. Created company strategy and positioning, focused on adding value to clients.
- Led messaging and sales process discovery with IT leadership within prospective customers for an Italian IoT company.

#### **Mixdown Consulting**

Los Gatos, CA

#### **VP, WORLDWIDE SALES & CHANNELS**

2015 to 2016

*Start-up technology organization with 40 employees.*

- Served on leadership team, focused on driving revenue growth and scaling relational database company. Provided guidance to sales team and executing sales strategies to fuel growth.

#### **Clustrix**

San Francisco, CA

#### **VP, OUTBOUND SALES & CHANNELS**

2014 to 2015

*Open-source middleware provider with up to \$17M in annual revenue.*

- Tapped to build outbound sales model and increase channel bookings; provided leadership to global team of 6 across United States and Asia.

#### **WSO2**

Mountain View, CA

#### **RVP, NORTH AMERICAN BIG DATA SALES**

2013 to 2014

*Multinational software company with approximately \$1B in revenue.*

- Led team of 12 and refocused strategy on selling in-memory data cache to drive results. Earned promotion to overseeing North America within 6 months.

#### **Terracotta/Software AG**

San Francisco, CA

#### **VP & MANAGING DIRECTOR**

2009 to 2012

*Multinational software company with approximately \$1B in revenue.*

- Executive Leader of \$115M revenue stream and staff of 50 spanning sales, sales engineering, legal, and operations; built team into highest performing throughout company. Accountable for organizational design and integrating disparate teams.

#### **Progress Software**

Burlington, MA



### EXPERTISE

- Strategic Planning
- Coaching and Motivation
- Process Improvement
- Project Management
- Leadership Development
- KPI Development
- Consensus Building
- Client Management
- Business Strategy
- Diversity and Inclusion
- Stakeholder Relations
- Organizational Design
- Team Management
- Process Reengineering
- Continuous Improvement

### VOLUNTEER

- National Women's Political Caucus - WA
- YMCA of the Redwoods

### EDUCATION

- Accelerate, Stanford GSB
- Exec. Education, UC Berkeley & Harvard Business School
- BS coursework, San Jose State

Concentrations: Leadership, Board Governance, Finance, Mechanical Engineering

For more information:

<https://2goadvisorygroup.com/meet-partners/lindsey-anderson-bio>