

Craig Conlee

Former B2B SaaS Co-Founder at Looking for Board positions

Orange County, California Area, CA, US

? 19yrs Enterprise Software ? \$100m Revenue ? 2x Rookie of the Year ? 5x Presidents Club ? Top 5% Ranked ? UC Berkeley 97 ? SaaS ?

Biography

My transferable, but quite applicable innovation, creativity, and determination in sales led to success needed to garner mindshare and market-share during a particularly difficult period when any sales organization was evolving its "go-to-market offering" to meet the needs of a more "self-service" oriented user community. My territory development efforts are what ultimately led me to find Zealr with the goal of creating a commercial offering for executing a curated, process-driven approach to achieving brand visibility and awareness, in the same way, I used at IBM, HP, and TIBCO.

Availability

Keynote, Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Computer Software, Financial Services, Banking

Areas of Expertise

SaaS Business Models, B2B, product led growth, Advising, Account Strategies, Enterprise Software, Solution Selling, Mentoring, Go to Market Strategies, Saas (Software as A Service)

Affiliations

Technology Council of Southern California, Six Sigma (Black Belt in Training)

Education

University of California at Berkeley

BA Political Science

Newport Harbor High School

High School Diploma General Studies

University of California, Berkeley

BA Political Science

Accomplishments

Zealr - Co-Founder

Zealr's Software as a Service platform to streamline the sales process by 1,500% to input every activity associated with engaging with prospects. Achievements The Red Herring Top 100 N. America Winner, The Red Herring Top 100 Global Finalist, 5 B2B Enterprise Customers Signed, 715 B2C Beta Users Signup, Reviewed by Bessemer & 500 Startups, Raised \$100k funding, Product Market Fit validated by Forrester Research, IBM Global Entrepreneur Program, Salesforce.com Partnership

TIBCO Spotfire - Senior Software Executive

Sold TIBCO Spotfire's analytics, statistics and visualization to make the most of emerging trends or/and take preemptive action. Sales Summary/Products Sold Largest deal: \$800K - Avg. deal: \$400K Products Sold: Data Discovery, Data Wrangling, Predictive Analytics, SaaS

Capsilon Senior Software Executive

Capsilon provides cloud-based imaging/collaboration solutions for the mortgage industry. Focused on the closing SaaS in a green-field territory. Sales Summary/Products Sold 150% to quota - Largest deal: \$1.5M Products Sold: Document Management, Loan Automation, Enterprise Analytics, SaaS

Autonomy

Sold Artificial Intelligence & Machine Learning enterprise software to Fortune 50 Companies. Sales Summary/Products Sold 2011/2012 - 128% to quota - Largest deal: \$1.5M - Team rank: 8 of 100 - Avg. deal: \$800K Products Sold - eDiscovery, Content Management, Context Analytics, Natural Language Processing, Artificial Intelligence, SaaS

IBM

FY2008: 98% - \$.890K new software with Investment Territory - \$.450K new services with Investment Territory FY2009: 133% - \$1.050K new software with newly assigned Developing Territory - \$.300K new services with Investment Territory - ECM FileNet Solution Lead for all Industries in the Southern California region. 1H2010: 158% - \$1.100K new software for the 1st half. - \$.500K new services w

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