

JUSTIN GALLO

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Strategic Sales and Marketing executive with a passion for launching businesses and growing new markets in the information technology sector. Outstanding communicator with a natural ability to cultivate relationships, inspire and empower others. Revenue driver and strategic problem-solver who envisions unique solutions and executes with urgency across all areas of the organization. Hands-on leader able to keep teams focused and productive during the inevitable ups and downs of growth cycles.

Executive Performance

Herjavec Group-Dallas, Texas

2014–2015

US Sales & Operations Director

Brought onboard by the CEO to lead U.S. market launch and expansion with full strategic planning, P&L, business development, sales, and marketing operations management. Developed go to market strategy that segmented the country into four geographic regions, targeting Fortune 500 accounts.

- Recruited, trained, and mentored 10 top sales professionals to build a dynamic sales team.
- Achieved company record \$3.7 million revenue in 8 months.
- Realized \$1.5 million lost revenue in 30 days by researching and analyzing invoicing and billing procedures, developing new framework, and nurturing relationships with accounts receivable team to ensure all past and future work was accounted for and billed accordingly.
- Generated more than \$5 million in revenue over 12 months after developing a marketing and public relations campaign to differentiate Herjavec Group from its competitors. Forged relationships with over 30 CIO's from businesses including The NY Times, Goldman Sachs, Broadridge Communications and Thomson Reuters.

GalaxyTech-Dallas, Texas

2001–2014

Sales and Operations Director

Leveraged industry knowledge to launch and grow a network security product sales and marketing company. Managed market research, strategic planning, sales, branding, forecasting, budget, and operations. Developed and maintained business relationships and negotiated favorable vendor and supplier contracts.

- Drove annual revenue to \$10 million; maintained 10-15% annual growth; and acquired more than 8,000 customers with more than 80% renewal rate.
- Launched and grew a marketing development fund for GalaxyTech vendors. Identified target geographies and verticals, partnered with and trained a sales staff to qualify accounts and deliver a custom lead generation campaign. Achieved 26-1 ROI for clients and established company as market leader.
- Strategized and executed market expansion. Identified and acquired three target companies that enhanced brand reputation and increased market-share and distribution.
- Hired additional sales staff for regional offices and oversaw change management process. Successfully acquired and integrated three companies into the GalaxyTech brand.

McAfee-Dallas, Texas

1998–2001

Senior Sales Representative

Directed sales strategies in multiple geographic regions. Identified emerging demand for leading-edge consumer product line to expand market share among mid- to large-sized businesses.

- Managed goal-setting, forecasting, prospecting, negotiating, and losing sales.
- Earned President's Award both years for surpassing annual quota.

Education

University of Arkansas

Bachelor of Science, Marketing & Management