

SANTO CRISCUOLO

Senior Sales, Client Success and Marketing Executive with a distinguished track record in both startups and established enterprises across a diverse group of industries.

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LINKS

[LinkedIn](#), [Professional Bio](#)

PROFESSIONAL SUMMARY

My leadership spans sales, sales operations, and marketing. A firm believer in a 'people-first' approach, I am deeply committed to nurturing and developing top-tier talent. Having worked across a diverse range of sectors, products, and economic climates, my unwavering focus remains on driving outcomes that substantially elevate company valuation. For over two decades, I've integrated cutting-edge technologies, such as Machine Learning and Generative AI, with modern selling techniques to champion transformation. My endeavors consistently lead to both team elevation and the optimization of business go-to-market strategies. This blend of people-centric leadership and commitment to excellence is what I bring to every role.

SKILLS

Sales and Leadership Strategy	Fostering Emotional Intelligence
Talent Development	Building Strategic Partnerships
Organizational Transformation	Cultivating Performance Driven
AI and Sales Tech	Culture
Multiple Sales Methodologies	Advancing New Technologies

EXPERIENCE

- ❖ **SVP Sales & AI Strategy, Collective[i], Inc.** Nov 2022 — Present
Kirkland, WA
 - Led a systematic reorganization and realignment of the Collective[i] Sales organization shaping it into a modern sales engine aligned with the complex buying process of the post pandemic world
 - Developed go-to-market strategy to sell applications trained by AI to transform how companies optimize revenue
 - Drove partner satisfaction and operational objectives successfully leading engagements with key clients including United Healthcare, TriNet, HID Global, Pure Storage and Zelis among others
- ❖ **SVP Growth, New Engen, Inc.** Oct 2019 — Nov 2022
Seattle, WA
 - Reconstructed New Engen Sales team and processes, go-to-market strategy, pricing, technology stack, variable compensation plan, forecasting and resource allocation process, resulting in expansion of my responsibilities to include Client Strategy, Marketing and Operations teams
 - Steered the Marketing team and strategy revamp, tripling website traffic, quadrupling social following, and securing industry recognition and awards
 - Focusing on operational excellence, my teams increased average minimum contract value (\$48k to \$418k) and term length (5 to 18 months) scaling revenue from less than \$5M to over \$32M in three years resulting in New Engen making Inc. 5000 Fastest Growing Companies two years in a row
 - (2021) Fast track promotion from VP of Sales to SVP of Growth assuming additional Marketing and Client Strategy teams and responsibilities
 - (2021) Nominated to act as DE&I Committee executive leader

- ❖ **VP Strategy, Sales & Client Success, Moz, Inc.** Sep 2017 — Oct 2019
Seattle, WA

 - Introduced transformative changes to optimize Enterprise Sales and Client Success teams, sales strategy and process, pricing, tech stack, and resource allocation, leading to the scaling of revenue from \$2.5M to \$18.3M in under two years.
 - Exceeded operational objectives and boosted customer retention rates (64% to 92%), while simultaneously elevating Moz Local's competitive position by partnering with largest Local SEO platform in Europe [Uberall] to enhance Moz Local capabilities in less than four months
 - (2018) Closed largest enterprise agreement in company history while also delivering record setting revenue in Q1
 - (2019) Exceeded previous Q1 revenue record
 - (2019) Tapped by CEO and board to lead strategic initiative to revitalize Moz Local platform

- ❖ **VP Strategy & Digital Transformation, Amplerio, Inc.** May 2016 — Sep 2017
Seattle, WA

 - Led Global Sales and Business Development for one of world's first Artificial Intelligence Marketing platforms
 - Developed and implemented go-to-market (GTM) sales strategy to secure seven figure annual agreements and built foundation of channel partnership strategy that led to eventual acquisition by Curinos
 - Successfully closed annual agreements with BECU and TaxAct, and led engagements with National Bank of Canada, Experian, Sony Entertainment, and Rogers Communications to contract phase before departing

- ❖ **Sr. Director - TV Media Management, The Americas, Adobe, Inc.** May 2015 — May 2016
Seattle, WA

 - Led Sales and Business Development in the Americas for new SaaS premium video yield optimization management and monetization platform
 - Developed and implemented go-to-market (GTM) sales strategies to secure seven figure annual agreements with Sony Entertainment and Fox Networks and led engagements with NBC, ABC, Disney, ESPN and Turner Broadcasting to contract phase before departing

- ❖ **SVP Media Group, Sales & Business Development, United Online, Inc** Jan 2007 — Apr 2015
Seattle, WA

 - Transformed from direct sales org/traditional selling approach to tech+data focused strategy leveraging cutting edge ad tech to achieve a 90% decrease in cost of sale
 - Delivered 30% plus growth every year of my tenure
 - Built partnership with Microsoft to become their largest third party supplier of digital ad inventory
 - Led a complete rebuilding of NetZero customer experience including website infrastructure, customer facing products and go-to-market strategy
 - (2007) Fast track promotion from Director of Wholesale to VP of Sales in less than four months
 - (2008) Voted Most Improved Team and Most Valuable Team
 - Delivered record setting revenue in 2009 and 2010 leveraging a tech+data strategy
 - (2011) Promoted to SVP Media Group assuming Sales Operations, Client Success and Business Development teams and responsibilities

- ❖ **District Manager, MSN Global Sales & Marketing, Microsoft, Inc.** Jun 2002 — Dec 2007
Redmond, WA

 - Spearheaded a dynamic regional field sales team, successfully securing 8-figure agreements with Fortune 100 brands and fostering relationships with globally renowned, top-tier advertising agencies
 - Drove a breakthrough in the West Coast Field Sales MSN.com Home Page pricing initiative, catalyzing a remarkable 3x increase within a year
 - Emerged as U.S. Subject Matter Expert in wireless, spearheading the development and country-wide implementation of pivotal technology partnerships
 - Exceeded ambitious \$18M revenue goal in the first year, generating \$37M, and subsequently scaled to an impressive \$118M by the fifth year
 - (2002) Fast track promotion from Team Lead to District Manager in less than three months
 - (2003) Selected by peers to lead West Coast Field Sales pricing and inventory strategy
 - (2004) Recognized as MSN Wireless SME and tapped to lead go-to-market wireless strategy for all of MSN Field Sales
 - (2005) Gold Nugget Award for landing largest deal of the year
 - (2005) Pick Axe Award for executing best prospecting strategy of the year

VOLUNTEER WORK & PASSION PROJECTS

❖ **Mentor** Mar 2020
University of Washington Seattle, WA

Huskies@work Mentorship Program

❖ **Coach** Mar 2019
Various Kirkland, WA

(2019 to present) Kirkland National and American Little League Coach
(2021 to present) I9 Sports Soccer and Flag Football Coach

❖ **Board Member** Apr 2013 — Oct 2016
The Goodtimes Project Seattle, WA

Created initial Drive-A-Thon concept and coordinated annual fundraising event to benefit The Goodtimes Project, a charitable organization providing no cost camp environment for children affected by cancer successfully raising over \$1M since its inception

❖ **Published Author**
Falcon Press

(2003) Author: Mountain Biking the Puget Sound, Falcon Guidebook

(2001) Author: Ski & Snowboard the Pacific Northwest, Falcon Guidebook

EDUCATION

❖ **University of Washington**
BA Broadcast Journalism, Communications & Media Studies Seattle, WA

Graduated Summa Cum Laude

COURSES

❖ **Microsoft Harvard Business Manager Mentor** Feb 2005 — Dec 2007
Microsoft/Harvard Business

❖ **R.E.A.L Selling, Turning Vision into Reality** Aug 2007 — Feb 2008
Improved Performance Group

❖ **Value Selling Framework, Competitive Differentiation** Jul 2015 — Dec 2015
ValueSelling Associates

REFERENCES

❖ **References available upon request**