

CJ EDMONDS

CJEDMONDS@ME.COM | 541.693.4904

WHY CJ?

CJ has a track record of growing company revenues exponentially with a focus on profitability. He is looking to continue his success as the Chief Revenue Officer or Chief Sales Officer of an aggressive growth company.

LEADERSHIP PHILOSOPHY

Inspire people to identify with company and team goals and go the extra mile to ensure success!

SUMMARY OF QUALIFICATIONS

CJ is a dynamic positive leader with unmatched ability to hire, build team cohesion and inspire individuals to strive toward higher levels of achievement and personal development. He sets aggressive goals and generates superior results.

He is an accomplished, client-driven executive with over 25 years of management experience in SaaS-based emerging technology companies including the IoT, Digital Marketing, Internet backbone, and Wireless industries. Starting his professional career as a CPA earned him a solid foundation in all core business functions - sales, client success, support, business development, marketing, finance, operations and executive leadership.

A marquee accomplishment was being a major contributor in taking SmartRent public in August 2021 as their Chief Revenue Officer.

PROVEN ABILITIES AND RESULTS

Executive Leadership:

Energetic leader with a track record that demonstrates creativity and innovation to achieve business goals.

- Chief Revenue Officer, SmartRent. Played integral role in taking company public in 2021. Grew ARR from \$3M to \$31M in 2.5 years
- Key revenue leader on the G5 Executive Team that drove a successful exit from VC to Private Equity. Grew ARR from \$3M to \$40M in 9 years
- Managed \$20M+ Annual Budget
- Actively identified and initiated critical problem resolution to retain major customers representing over \$24M ARR in 2018
- Successfully led multiple re-organizations to optimize GTM-Revenue capabilities
- Directed multiple offices at Verio resulting in attainment of all business plan goals including revenue plan of \$72 Million

Sales and Go-To-Market Leadership:

- In 2.5 years at SmartRent:
 - Increased organic clients from 28 to 318 (+1,035%), with total portfolio >6M units
 - Grew quarterly revenue from \$9M to \$42M (+366%)
 - Increased ARR from \$3.1M to \$30.6M (+887%)
 - Maintained zero percent customer churn
 - Increased ARR Bookings 290% in first year, 113% in second year, and on pace for 130% in third year
 - Hired 82 people, increasing the sales team from 4 to 40, and creating teams for RevOps, Solutions Engineering, GTM Strategy, Sales Enablement, and Sales Development Reps.
- Consistently achieved target new client and revenue bookings while coming in under Expense Budget
- Sales leader who has served as an individual contributor and ramped up nationwide sales teams. Leads through listening, mentoring, coaching and inspiring. Loves working with reps on deals.

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SKILLS

- Building company culture
- Enterprise C-Suite Sales
- Client Success
- Go-To-Market Strategy
- Channel/Partner Development
- Marketing
- Recruiting
- Start-Up Growth
- Organizational Development
- Business Transformation
- Board of Directors Management
- Positive, Energetic & Motivating

EDUCATION

B.S. Business Administration and Economics, Saint Mary's College of California (1990)

Certified Public Accountant - CPA

THE PERSON

- Family is #1
- Ironman Finisher (2018 Canada)
- Golfer
- Traveler
- Vicious Goal and Intention Setter
- Lives by daily Inbox Zero
- No Beets!

CONNECT WITH CJ

[LinkedIn.com/in/cjedmonds](https://www.linkedin.com/in/cjedmonds)

cjedmonds.com

PROVEN ABILITIES AND RESULTS cont.

Sales and Go-To-Market Leadership:

- Built go-to-market strategies and negotiated multi-million-dollar transactions with channel sales, strategic partnerships, vendors, and marketing agreements including direct, partner, and channel-based strategies
- Strong sales and marketing track record in solution selling to Enterprise accounts with new technology offerings entering new markets

Communications & Negotiations:

- Highly skilled in developing consensus through deep relationships with key decision makers and business partners to support overall top- and bottom-line objectives
- Successfully renegotiated price increases and 7+ year contracts with large legacy, investor, clients
- Establish long-term relationships with individuals and businesses to ensure a stable and recurring base of clients and revenue
- Presented to and consulted with corporate officers, Board of Directors, and Strategic Investors

PROFESSIONAL EXPERIENCE

2020 - 2022	SmartRent	CRO
2010 - 2019	G5	SVP, Sales
2004 - 2008	Fortior Solutions	Director, Sales & Account Mgmt.
1997 - 2004	NTT/Verio	Director, Sales & Account Mgmt.
1995 - 1997	Nextel - VoiceStream	Manager, Sales
1993 - 1995	Piper Jaffray	Stockbroker
1990 - 1992	Coopers & Lybrand	Senior Auditor - CPA