

RICK NICHOLS

Managing Partner - Strategy, Sales & Marketing



CONTACT DETAILS

+ 1 678-480-8988
rick.nichols@techcxo.com

RELEVANT EXPERIENCE

GE

- Design, create and deploy global Outcome Selling account and opportunity planning and coaching methodology to best enable GE's Digital and IoT strategies and to transform the selling culture and competence to be more relevant to customers at a strategic level.

Oracle

- Deploy global sales enablement initiative including client planning and opportunity management processes in 45 countries.

SAP

- Redesign Go to Market strategy and complex coverage model, organization, aligning with strategic growth objectives.

Accenture

- Define North American business development process, integrate business development with service line partners and marketing to drive opportunity assessment and management processes.

Leading Big Four Firm

- Transform Go to Market strategy. Designed and deployed Global client planning, opportunity management, and mentoring/coaching processes, leading to 22% increase in revenues and profitability.

Global Automotive Technology Firm

- Define blueprint and execution plan for global marketing organization and processes, including: business strategy, product management and marketing, marketing communications, tactical marketing, and sales development.

Pre-IPO B2B Technology Firm

- Define selling process, opportunity strategy, and forecasting process and metrics in preparation for public offering. Worked with EVP Sales to drive revenue increase of 100+% in each of first two years as public company.

EDUCATION

Georgia Institute of Technology - Industrial Management

PROFESSIONAL BACKGROUND

Rick is Managing Partner of TechCXO LLC, an executive professional services firm based in Atlanta, GA, whose charter is to assist technology companies in accelerating their revenue growth strategies. His career highlights include:

- 25+ years comprehensive experience as a senior technology sales and marketing executive for companies from Global 1000 to startups
- Accomplished in all aspects of sales and marketing strategy and leadership, including pipeline and forecast management, integrated sales and marketing execution, brand development and positioning, customer experience modeling and demand generation
- Experience in preparing early, mid-stage and mature companies for acquisition, business transformation and revenue growth.
- Strong communication and leadership skills demonstrated by his ability to establish productive relationships with clients, colleagues, and external partners plus the ability to build strong, motivated teams.

CORPORATE LEADERSHIP ROLES

FIRST DATA - Senior Vice President, Financial Services Sales

INTELLIGENT RESULTS - Chief Revenue Officer

TSW INTERNATIONAL (INDUS) - Senior Vice President Marketing

SAP AMERICA - Chief Marketing Executive

PEOPLESOFT - General Manager, Higher Education

DUN & BRADSTREET SOFTWARE - Vice President, Marketing; VP/General Manager, Human Resources Products

WORKING WITH RICK

Rick can be engaged for long-term and interim CXO and enterprise strategy, consulting, integrated sales transformation, sales & channel development engagements with startups, early growth stage and mature Global 1000 firms, which have included, Accenture, Andersen, Autodesk, Business Objects/SAP, CheckFree/FISERV, Cognos/IBM, Deloitte, Deluxe, DigitalSmiths, GE, HP, Manugistics, Microsoft, NetApp, Netbase, Oracle, PeopleMatter, Pitney Bowes, SAP, Tibco and Vantiv.