



# PAUL RHODA

PARTNER - REVENUE GROWTH  
INTERIM/FRACTIONAL CHIEF REVENUE OFFICER (CRO);  
CHIEF SALES OFFICER (CSO)



## RELEVANT EXPERIENCE

Paul Rhoda is a Partner in TechCXO's Revenue Growth Practice. He is most frequently called upon by Boards, investors, PE operating partners, founders and senior management teams to fix growth problems and improve revenue durability as an interim and fractional Chief Revenue Officer or Chief Sales Officer. Paul is a gifted leader and problem solver, having grown revenues and businesses despite some of the most challenging economic cycles and seemingly impossible circumstances.

During his distinguished career, Paul has served as:

**CSO, Revenue Partner (The Alexander Group, Inc.)** – In this role, he launched this sister company start-up focused on creating and supporting implementation options for the revenue growth consulting work performed by AGI for their PE portfolio businesses. In addition, he worked as a fractional consultant helping B2B businesses accelerated sales processes, enhance compensation plans, design go-to-market strategies, expedite digital transformation, and optimize deployment of selling personnel and resources. He doubled annual revenues 3 years running and continuously expanded provider partnerships and new client logos.

**Vice President of Sales, BI Worldwide** – BIW is a privately-held, global provider of SaaS-supported sales and channel incentive systems, employee engagement platforms, learning and development services, and consumer loyalty solutions. For over twenty years, Paul led his teams to achieve record revenue growth year over year. Many of the top performers under his mentorship achieved multiple performance awards and promotions.

Paul has also held senior sales leadership roles with **Maritz, Olsten, Baxter, and Techaid.**

## PERSONAL STATEMENT

My objective is to deliver impactful revenue growth strategies for my clients. My goal is to exceed all expectations related to growing the business. My mission is to help ownership, executive leadership and operating partners untangle the chaos to find clarity, focus and an actionable plan that will significantly impact short- and long-term revenue growth. My vision is to be valued as an exceptional expert in my practice so I can help more businesses thrive.

## PRACTICE FOCUS

### Growth Strategy

- B2B Sales Processes & Methodologies
- Integration "Push & Pull" Growth Disciplines
- Profit-Focused Revenue Growth Culture
- New Markets, Channels & Products

### Marketing Strategy

- Digital Transformation
- Brand Awareness & Equity
- Lead Generation
- Sales Support

### Sales

- FLSM Leadership & Coaching
- Pipeline Growth & Quality
- Sales Compensation & Incentives
- Sales Talent Recruiting & Development
- New & Organic Revenue Growth
- Timely/Accurate Forecasting
- Improve Outcome-Based Selling

### Specialty

- Learning & Development
- Enterprise & Value Selling
- Senior Executive Team Coaching
- Compensation & Incentives
- Talent Assessments & On-boarding

## SECTOR EXPERIENCE

### Commercial Products (B2B)

- Building Products
- Distributors / Wholesalers

### Commercial Services (B2B)

- Consulting Services
- Education & Training Services
- Office & Personnel Services

### Consumer

- Consumer Electronics
- Hotels & Resorts

### Financial Services

- Commercial/Professional Insurance
- Life & Health
- Private Equity
- Property & Casualty Insurance

### Healthcare Devices, Supplies & Services

- Devices & Supplies Distributor
- Diagnostic Equipment
- Hospitals/Inpatient Services
- Laboratory services
- Medical Supplies
- Monitoring Equipment
- Pharmaceuticals
- Therapeutic Devices

### Software

- Business/Productivity Software
- Education Software
- Operating Systems Software SaaS

## EDUCATION

**Indiana University's Kelley School of Business**