



MERLIN LOVE

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Summary

Accomplished **sales, customer success, sales/revenue operations**, and **marketing** leader that builds strong teams with an emphasis on creating complete customer journeys that result in organizational growth.

Skills

- Sales & marketing leadership
- Sales & revenue operations
- Customer Success / Lifecycle optimization
- Marketing automation
- Digital marketing strategy
- CRM / Salesforce development & administration
- Specializing in SaaS and emerging technology
- Growth hacker / customer journey optimization
- Compensation / Quota design and planning
- Forecasting, KPI, and performance metric expertise

Experience

SENIOR VICE PRESIDENT OF SALES AND MARKETING | 08/2018 to Present

3D Robotics - Berkeley, CA

- Served on the executive leadership team of SaaS drone aerial analytics company serving the AEC, Mining, and Government sectors.
- Owned global Go-to-Market (GTM) strategy for expansion, customer retention, and success.
- Optimized customer lifecycle processes and customer success teams resulting in <3% YOY churn.
- Consistently exceeded revenue and demand gen targets, including 3x YoY growth with sales topping ~\$6M ARR.
- Significantly accelerated growth through process refinement through to company acquisition in December of 2019.

SALES OPERATIONS, MARKETING, & BUSINESS DEVELOPMENT | 02/2020 to 06/2020

Airspace Link - Detroit, MI

- Served as a consultant to the executive leadership team of SaaS start-up serving Government sector.
- Oversaw creation of sales and customer success processes, CRM deployment, website design, and sales development materials.
- Defined pricing model, GTM strategy, and provided CRM and Marketing optimization.

VICE PRESIDENT OF SALES OPERATIONS AND REVENUE STRATEGY | 05/2017 to 08/2018

Airware - San Francisco, CA

- Executive sales operations, revenue, and process leadership for SaaS based, drone aerial analytics company.
- Owned design and oversight authority of all worldwide customer lifecycle processes including oversight of pricing, sales operations, and business intelligence systems, working closely with finance, legal, and customer success.
- Responsible for direct Salesforce administration and development, including CPQ Deployment.
- Oversaw Channel Partner programs, creating processes and portals to promote growth and renewals.

VICE PRESIDENT OF SALES & SUCCESS | 05/2016 to 05/2017

Powervision Robot Corp - San Mateo, CA

- Executive revenue, process, and success leadership for a Beijing based drone and aerial analytics company.
- Successfully launched consumer and professional grade drone products through direct relationships with key retailers in the United States, Canada, New Zealand, and Australia.
- Negotiated and signed domestic distribution agreements totaling ~\$10M.
- Built out customer lifecycle, support, and success operations for B2C / Retail customers.

SENIOR DIRECTOR, SALES AND REVENUE OPERATIONS | 04/2014 to 05/2016

3D Robotics - Berkeley, CA

- Served on extended leadership team of consumer drone and enterprise SaaS robotics company.
- Full decision authority & oversight for revenue and sales operations, including sales process and customer lifecycle.
- Achieved ~\$30m in worldwide sales in B2C, Channel, and across 1700+ retail and online storefronts.

HEAD OF SALES, SALES OPERATIONS, AND ENABLEMENT | 04/2004 to 04/2014

Ingram Micro - Scottsdale, AZ

- Served as part of the extended leadership team of North American consumer electronics distribution company.
- Lead a \$~35M/year inside sales / customer success organization, owning customer lifecycle and retainment.
- Headed up sales enablement and training, developing curriculum and training for current associates and new hires.
- Promoted three times:
 - Sales Associate – Sacramento, CA, 2004 - 2008
 - Western Canada General Manager – Calgary, AB Canada, 2008 - 2010
 - Telesales & Customer Success Manager – Scottsdale, AZ, 2010 - 2011

Education

Arizona State University - Tempe, AZ | Bachelor of Arts

English Literature, 12/2016

Graduated cum laude

Appointments, Hobbies, & Extras

Appointed Commissioner

City of West Sacramento Transportation, Mobility, & Infrastructure Commission

Creative Endeavors

<http://www.merlinlove.com>

Novelist (on submission), filmmaker, photographer, graphic artist, content creator (skilled in Adobe Creative Suite of products)

Short Films:

- [WEST, a short film based on April Anderson's "Porchtraits" series](#) (Featured on "[Good Day Sacramento](#)")
- [A Hoagie Shop on Cheltenham Avenue](#) (Entered into Indie Film Festival, 2020 for Best Experimental short, and Best Original Screenplay)

Drone Industry Influencer

@LifeAfterGravity on Instagram (97k followers)