

DARWIN SINGSON

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 SALES PRODUCTIVITY INITIATIVES  PROGRAM EXECUTION  CROSS-FUNCTIONAL LEADERSHIP

- Sales productivity **strategist** who leverages data-driven insights to align sales processes with revenue and growth goals.
- Expert **executor** who has planned, facilitated, and implemented training and onboarding programs across the globe.
- Cross-functional **leader** & cultivator of **relationships** at every organizational level, managed teams through 12 sales kickoffs

► AREAS OF EXPERTISE

Leadership | Sales & Partner Enablement | Program Management | International Development | Marketing Strategy
Event Management | Training Initiatives | Enterprise Social Networking | Go-To-Market Strategies | Sales Process
Marketing Content | Product Messaging | Sales Best Practices | Strategic Partnerships | Demand Generation | Sales Metrics

► PROFESSIONAL EXPERIENCE

SALESFORCE

Sr. Lead – Sales Enablement: Partner Success

Feb 2020 – Mar 2023

- Managed partner sales teams to enhance their practice capability and capacity, with the goal of increasing their revenues.
- Strategic GSI practice grew 12% yoy through increased capability in sales, technology, and delivery readiness.
- 8%+ increase in enablement influence on annual contract value (ACV) from partners.
- Conducted AI & Automation training to help partners understand the alignment with their solutions for increased deal size.
- Built technical enablement paths that focused on Catalyst delivery methodology to increase implementation success.

AUTOMATION ANYWHERE

Sr. Director – Global Sales Enablement

Jul 2019 – Nov 2019

- Managed a global team responsible for all facets of Sales Enablement including but not limited to onboarding, on-going, product launch, and sales skills development.
- Rolled out a sales methodology that level-set, streamlined, and standardized sales process & qualification criteria globally.

INFORMATICA

Director – Global Sales Enablement

Sep 2016 – Apr 2019

Principle – Global Partner Enablement

Jan 2011 – Aug 2016

Global Sales Enablement, Onboarding, & Communications

Jun 2007 – Dec 2011

North America Field Marketing and Demand Generation

Mar 2006 – Jun 2007

- Led global managers that oversaw Kickoff content/agenda, enablement systems, operations, and sales plays.
- Hosted, facilitated, and presented over 700 interactive virtual sessions on sales and technology topics.
- Launched an on-line training curriculum, tiered by function and partner, enrolling 2,500 partners in less than six months.
- Created sales enablement programs that led to 20% growth and record earnings for 22 consecutive quarters during the Great Recession. Revenue grew from \$300M to \$1.2B in seven years.
- Transitioned away from feature selling to value selling by designing a world-class, global on-boarding program. On-boarded over 800 global sales and pre-sales managers.
- Deployed Challenger, InfoMentis, and Sandler sales methodologies, along with “Made to Stick” and “Communicate to Influence” messaging, across the global sales organization.
- Created a culture of collaboration and peer-to-peer learning by cultivating sales communities through Yammer, Chatter, Jive, MySite, and weekly webinars.

Check out recommendations I received on [LinkedIn](https://www.linkedin.com/in/singson/)

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PREVIOUS EXPERIENCE:

- **North America Sales Head** | SPIRE RESEARCH & CONSULTING
- **Marketing & User Relations Director** | INFOSPACE (ATLAS MOBILE)
- **Vertical Field Marketing Director** | 2ROAM WIRELESS
- **Marketing & Analyst Relations Director** | RARE MEDIUM
- **Senior Consultant & Sales Representative – Asia Pacific Region** | ACNIELSEN
- **Senior Consultant & Sales Representative – Asia Pacific Region** | GARTNER

► EDUCATION & PROFESSIONAL DEVELOPMENT

- **Bachelor of Science (B.S.) – Marketing & Advertising** | **Certificate in Asia International Marketing (AIM)** | CSU-EAST BAY
- **Communicate to Influence Executives** | **Made to Stick Messaging** | DECKER COMMUNICATIONS
- **Accelerated Cold Calling and Prospecting** | ACCELERATED COLD CALL TRAINING
- **Opportunity Management & Sales Strategy Development (InfoMentis)** | TAS GROUP