

MICHAEL AMICO

DIGITAL TRANSFORMATION LEADER

PROFESSIONAL PROFILE

An accomplished and proactive CEO with extensive expertise in digital transformation, application integration, sales and marketing automation, executive leadership across technology and service industries. Acknowledged for exceptional multicultural leadership skills and a track record of improving sales and operational efficiency. Received California's prestigious award for top digital transformation for three consecutive years. Thrives in dynamic, inclusive, and innovation-driven work environments that prioritize collaboration, professional growth, and customer satisfaction.

CONTACT



415 - 604 - 4717



amicomic@me.com



Sacramento, CA 95825



[LinkedIn Profile](#)



<https://michaelamico.konnectryx.com/>

CORE COMPETENCIES

Digital Transformation Leadership
Strategic Account Management
Cross-Functional Team Leadership
Product Marketing
Channel Partnerships
SaaS Go-to-Market (GTM) Strategies
Consulting
Business Alliances
Customer Experience Enhancement

TECHNICAL COMPETENCIES

Certified in Lightspeed POS & E-commerce
E-commerce Certification (ECWID, Lightspeed)
Point of Sale Certification (Lightspeed)
Collaboration & Digital Transformation expert
(RingCentral, Intelisys Cloud Architect, Salesforce Ranger)
ShipStation Admin certified
RingCentral Admin & Sales Consultant Certified
Salesforce Ranger certified
Intelisys Cyber Security Expert
Intelisys Cloud Consultant
Vonage Verified

EDUCATION

BA, Organizational Communication
Michigan State University

GIVING BACK

Habitat for Humanity
Red Cross
Room to Read
National Parkinson's Foundation

NOTABLE CONTRIBUTIONS

Digital Transformation & Innovation

- Led digital transformation efforts at Konnectryx, resulting in the company winning the top digital transformation award for three consecutive years in California.
- Created cutting-edge Integrated Platform as a Service (iPaaS) solutions for synchronizing data among CRM, POS, eCommerce, ERP, and logistics platforms.
- Pioneered the use of SaaS, Cloud-based storage, iOS mobile deployment, and agile development methodology at various organizations.
- Introduced innovative solutions at Konnectryx that increased operational effectiveness and customer satisfaction.
- Designed, developed, implemented a B2C platform in the adventure sports vertical for trips, classes, events later to automate the UX and CX.

Strategic Planning & Business Growth

- Successfully achieved a \$20M revenue goal at Oracle by providing user adoption services and implementing change management, surpassing set targets significantly.
- Developed a new booking model for Salesforce training business resulting in exponential growth of both bookings and run rate (ARR) business.
- Positioned BookItGlobal, for acquisition by private investor.
- Closed the largest eLearning and user adoption deal in Oracle's history through a strategic agreement valued at \$800k.

Customer Experience & Market Positioning

- Managed strategic partnerships and product marketing at Konnectryx, enhancing the company's market position and technological solutions.
- Introduced the initial integrated booking, scheduling, and events solution on Salesforce Appexchange at BookItGlobal, setting new benchmarks for service delivery in the sector.
- Enhanced Salesforce's market reach by developing comprehensive sales education programs that significantly improved sales team performance.

Leadership & Team Development

- Nurtured a global diverse team at Konnectryx, creating an environment where team members excelled and achieved measurable sales outcomes.
- Spearheaded cross-functional teams at Salesforce to advance product development, sales direction, and team leadership, resulting in substantial improvements in operational effectiveness.
- Directed the implementation of targeted training sales strategies at Oracle, resulting in a 200% surge in training sales throughout America and Canada between 2009 and 2011.
- Achieved #1 Global Manager recognition across global sales team at Oracle

PROFESSIONAL EXPERIENCE

Konnectryx

2021 - Present

Founder/CEO

Responsible for overseeing business development, budget management, and client interactions with the aim of boosting revenue and growing strategic partnerships. Skilled in working closely with clients to devise strategies, providing executive guidance, fostering team growth, and streamlining operations. Executes strategic planning to stimulate business expansion and financial prosperity. Led digital transformation initiatives, managed crucial partnerships, and nurtured a diverse team to enhance the company's market position and operational effectiveness.

BookItGlobal (Acquired)

2018 - 2021

Founder

Developed and implemented strategic plans, introduced an integrated booking and events solution on Salesforce Appexchange, and facilitated the company's acquisition. Managed product development, marketing strategies, and investor relations driving the company's market expansion and operational efficiency

DivingGlobal, Inc

2014-2018

Founder

Pioneered first event booking application on Salesforce Appexchange providing the scuba dive industry a comprehensive solution integrating POS, CRM, ERP & Logistics. Established industry partnerships with leading retail and manufacturing companies. Handled business development, regulatory compliance, and customer engagement, fostering a strong brand presence in the diving industry.

Oracle

2012 -2014

National Strategic Senior Manager

Achieved revenue goals through user adoption services and change management, closed significant eLearning deals, and implemented targeted training sales strategies. Directed cross-functional teams, optimized sales processes, and collaborated with senior management to align strategic initiatives with corporate objectives.

Salesforce

2008 -2012

Sales Education & Consulting Leader (NA)

Led cross-functional teams to advance product development and sales, enhanced market reach through comprehensive sales education programs, and improved operational effectiveness. Designed and executed consulting engagements, developed client-specific solutions, and provided thought leadership in sales training methodologies.

Mimeo.com

2007 - 2008

VP of Sales

Directed sales teams to achieve revenue growth, improved customer acquisition and retention, and implemented strategic sales initiatives. Developed sales strategies, led key account negotiations, and mentored sales staff to enhance performance and achieve business objectives.

Oracle

2000 -2007

Account Manager | Regional Manager |

Held various strategic account management and regional leadership positions, achieving revenue targets and improving sales strategies and client connections. Managed high-profile accounts, developed regional sales plans, and led initiatives to drive customer satisfaction and market penetration.