

MICHAEL AMICO

GO-TO-MARKET SALES LEADER

Fractional CRO | GTM Strategy | Revenue Growth | Salesforce & Apollo.io

PROFESSIONAL PROFILE

Go-to-Market sales leader, best-selling author, and award-winning international digital transformation leader with assignments in APAC. Grew a sales team 400% in 18 months, closed \$1.5M in new bookings in under 18 months, earned 5x President's Club, and generated 3x pipeline coverage for \$250K in quarterly bookings. Drove revenue and user adoption of products for Oracle and Salesforce, led global multicultural teams, and founded and exited technical software ventures serving adventure sports and retail. Trekked to Mt. Everest Base Camp and Kala Patthar and raised \$10K for the National Parkinson's Foundation.

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Best-Selling Author

CORE COMPETENCIES

Channel Partnerships
Cross-Functional Team Leadership
Customer Experience Enhancement
Forecasting & Territory Planning
International GTM Strategy
Outbound, Demand & Pipeline Generation
Product Design, Architecture and Positioning
Revenue Operations & Sales Enablement
SaaS Go-to-Market (GTM) Strategies
Strategic Account Management

TECHNICAL COMPETENCIES

Sales Tech Stack (Certified)

Salesforce Ranger, Apollo.io Admin,
Lightspeed POS & E-Commerce,
RingCentral Admin & Sales Consultant

Other Certifications

Intelisys Cloud Consultant
Intelisys Cyber Security Expert
ShipStation Admin certified
Vonage Verified

EDUCATION

BA, Organizational Communication

Michigan State University
Elected Teaching Assistant; created the college's
first-ever Career Expo

GIVING BACK

Habitat for Humanity (built homes in Asia)
Red Cross
Room to Read
National Parkinson's Foundation

NOTABLE CONTRIBUTIONS

Digital Transformation & Innovation

- Created cutting-edge Integrated Platform as a Service (iPaaS) solutions for synchronizing data among Salesforce CRM, POS, eCommerce, ERP and logistics platforms.
- Designed, developed, and implemented a B2C platform in the adventure sports vertical for trips, classes and events, later automating the UX, CX and clienteling experience.
- Introduced 4 new products to leverage Salesforce, Lightspeed Commerce and Apollo to capture new retail clients in luxury retail and sports & leisure.
- Led digital transformation efforts at customers of Konnectryx, resulting in the company winning the top digital transformation award for three consecutive years in California.

Strategic Planning & Business Growth

- Successfully achieved a \$10M revenue goal at Oracle by providing user adoption services and implementing change management.
- Developed a new booking model for Salesforce training business resulting in exponential growth of 400% in both bookings and run rate (ARR) business.
- Positioned and sold BookItGlobal to a 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 an integrated booking, scheduling, and events solution on Salesforce AppExchange at BookItGlobal, setting new benchmarks for service delivery in the sector.
- Disrupted the adventure sports space closing \$1.5M in new business bookings in less than 18 months for a new category of SaaS.

Leadership & Team Development

- Nurtured global teams in APAC, EMEA and NAMER at Oracle, growing global bookings in 12 different countries over 2 years and directing targeted training sales strategies that drove a 200% surge in training sales throughout America and Canada between 2006 and 2007.
- Spearheaded cross-functional teams at Salesforce to advance product development, sales direction, and team leadership, resulting in substantial improvements in operational effectiveness.
- Achieved #1 Global Manager recognition across global sales team at Oracle.

PROFESSIONAL EXPERIENCE

Konnectryx

2021 - Present

Founder/CEO

Generate 3x pipeline coverage supporting \$250K in quarterly bookings as founder of a go-to-market consultancy delivering fractional CRO/CMO leadership, GTM strategy, and Apollo.io-powered outbound systems for B2B and retail clients. Own business development, budgets, and executive-level client engagements, advising on positioning, sales process, and Salesforce CRM architecture while building channel and alliance partnerships. Build and lead a diverse global team and an Apollo.io Certified Partner practice, earning California's top digital transformation award three consecutive years.

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. PADI Divemaster and Instructor with firsthand knowledge of the dive industry's buyers and workflows.

Oracle

2012 - 2014

National Strategic Senior Manager

Achieved a \$10M revenue target managing 3 teams of account managers and solution consultants across APAC and NAMER. Placed on special assignment to implement an offshore model, driving explosive growth of Oracle education and consulting products. Closed significant eLearning deals, implemented targeted training sales strategies, and optimized sales processes while aligning strategic initiatives with senior management and corporate objectives.

Salesforce

2008 - 2012

Sales Education & Consulting Leader (NA)

Assumed responsibility of an underperforming team of 15 sales education and consulting professionals, providing structure for scalable growth and achieving more than 400% bookings growth in 18 months and President's Club recognition. Led cross-functional teams to improve operational effectiveness, designed and executed consulting engagements, developed client-specific solutions, and expanded market reach through comprehensive sales education programs. 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. Managed 15 account executives, launched a West Coast office in San Mateo, and closed the largest client that year.

Oracle

2000 - 2007

Account Manager | Regional Manager

Promoted from inside sales individual contributor to outside field sales and a manager role leading a team of 10 sales account managers. Held strategic account management and regional leadership positions across the CPG, retail, and manufacturing verticals, achieving revenue targets and earning 5x President's Club recognition. Improved sales strategies and client connections, managed high-profile accounts, developed regional sales plans, and led initiatives to drive customer satisfaction and market penetration.