Immanuel Ward

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SUMMARY

Sales and Strategy Executive with 12+ years in SaaS, IT consulting, and AI enablement. Drove $30M+ in revenue and led three acquisitions, including a $65M deal. Proven leader in GTM strategy, complex sales cycles, and C-suite relationship-building across Fortune 500, SMB, and mid-market clients.

ACHIEVEMENTS

- Led Adestra's $65M acquisition and contributed to two others by driving growth and aligning teams.
- Generated over $15M in annual revenue at Microsoft and boosted the sales pipeline by 150% at Linkage.
- Achieved $6M in new sales and reduced client churn by 50% through strategic customer engagement at Adestra.
- Managed accounts like Alaska Airlines, NBA, and NFL, achieving a 20% revenue boost and securing $9M in sales.
- Increased sales revenue by 27% and expanded the sales pipeline by 77% at OneNeck IT Solutions.

AREAS OF EXPERTISE

• Business Development	• Sales Strategy	• Account Management
• Relationship Building	• Strategic Planning	• Go-To-Market Strategy
• Complex Sales Cycles	• C-suite Relationship Building	• Pipeline Management

WORK EXPERIENCE

Private Consultant, Self-employed — Jan 2019 – Present

Advised Fortune 500, mid-market, and SMB clients across tech, SaaS, media, real estate, legal and AI sectors.

- Built multichannel outreach and coached execs on storytelling and AI-driven engagement to deepen C-suite relationships.
- Directed GTM strategy and sales enablement while training teams on AI-powered outreach, securing multi-six-figure deals and scaling adoption across departments.

Director of Customer Acquisition, OneNeck IT Solutions (acquired by US Signal) — Feb 2023 – Sep 2024

Responsible for go-to-market strategy, managing a team of 5 sales reps, expanding the sales pipeline, and positioning the company for its acquisition.

- Revamped GTM strategy and built AI-powered sales systems from the ground up, resulting in a 27% increase in sales and 77% pipeline expansion.
- Architected and led AI-driven social selling programs across the team, closing $2M+ in deals and penetrating new markets by 35% with tailored messaging.

Senior Director of Strategic Client Enablement, Linkage, Inc. (acquired by SHRM) — Mar 2022 – Dec 2022

Directed sales cycle optimization and partnership expansion, driving Linkage's market value and acquisition by SHRM.

- Boosted pipeline 150% via social selling and targeted lead generation.
- Drove $1.7M in deals by expanding strategic partnerships and enhancing the client journey.

Blueprint Technologies Sep 2019 – Jul 2022

Associate Director of Product Sales, Blueprint Technologies Aug 2020 – Jul 2022

Led market research, expanded sales, and built a customer base.

- Increased lead conversion by 97% through GTM and lead-gen framework.
- Managed $7.4M pipeline and cut costs 25% by optimizing operations.

FastTrack Partner Manager, Blueprint Technologies Sep 2019 – Aug 2020

Increased product usage, grew revenue, and enhanced partner branding.

- Boosted usage by 35% and revenue by 25%, generating $15M in annual revenue.

Head of North American Account Management, Adestra (acquired by Upland Software) Feb 2018 – Jun 2019

Built and led Adestra's US account management team, driving growth and spearheading its $65 million acquisition.

- Delivered $6M in new sales and expanded market presence by 20%.
- Reduced churn by 50% and increased licensing by 90% with “Client for Life” initiative.

Commercial Account Manager, EMSI – Contract Position Sep 2016 – Jul 2017

Managed high-profile accounts, increased upsells, and oversaw project implementation.

- Closed $9M+ in deals with the NBA, NFL, and Alaska Airlines.
- Grew revenue 20% through custom solutions and deep client engagement.

Client Services Manager, Gulfstream Diagnostics Sep 2015 – Jul 2016

Built department processes, increased client upsells and new sales, and managed the client success team.

- Revitalized a $5M division through process improvements and success metrics.
- Grew client base 20% by identifying and targeting unmet needs.

On-Site Account Manager, Atherotech Diagnostic Lab Jun 2012 – Feb 2015

Managed operations, trained teams, and supported clients in Texas.

- Increased sales 70% and cut costs 40% via operational streamlining.
- Embedded at client sites to lead operations and team training.

Account Manager, LabCorp Feb 2010 – Jun 2012

Managed DFW accounts, increased sales, and ensured client retention.

- Managed three top-10 accounts, delivering $5M+ in revenue.
- Exceeded targets by 175% and earned national sales recognition.

EDUCATION

Associate of Science (AS) in General Studies • Collin College