



# Ken Starr

*Chief Revenue Officer*

## About Ken

Ken Starr is a global revenue acceleration leader who consistently exceeds multi-million-dollar quotas and customer retention metrics. Having held titles such as Chief Revenue Officer (CRO), Chief Sales Officer (CSO), and Chief Growth Officer (CGO), Ken is dedicated to building business. As a seasoned entrepreneur and technology equity partner, Ken has led successful exits and excelled in enterprise sales, SaaS platforms, ERP implementations, and digital transformation solutions. With extensive international experience across diverse industries, he specializes in scaling sales and sales teams, optimizing customer success, and leading global teams to deliver sustainable revenue growth and profitability. His numerous global experiences have made him adept at helping companies navigate the ins and outs of establishing and growing businesses both at home and abroad. Born to be a consultant, Ken can't help but look for answers to address business challenges. Ken knows that technology advances quickly, which means there's always an opportunity to find a unique solution and improve. He uses his vast experience and wide personal network to seek out resolutions and best practices for his clients. A mentor to his core, relationship building is foundational in every aspect of Ken's process. He knows that people are the heart of every company's work and culture.

## How Ken Has Helped Businesses Optimize Performance

- **Optimize performance across all teams** – Spearheaded a comprehensive performance optimization initiative for a SaaS company serving 10% of Fortune 500 clients. After thorough analysis of company processes and staff capabilities, collaborated with C-Suite to establish companywide goals. This strategic approach led to a cross-functional overhaul of sales and customer success operations, resulting in a remarkable 250% increase in SaaS revenue from \$4M to \$14M within just 24 months. Key improvements included streamlining interdepartmental procedures, restructuring customer-facing departments, and implementing targeted mentoring programs. Personally coached sales team members to enhance new customer acquisition skills and guided the customer success team in expanding existing accounts and boosting satisfaction. This focus on strategic improvements and personalized team development significantly enhanced both new business development and client retention, driving the company's overall growth and market position.
- **Digital transformation and software selection** – Worked for a global professional services firm to deliver customized digital transformation and software solutions selections to numerous domestic and international clients. Oversaw a cross-cultural team of over 200 consultants and surpassed revenue targets by over 300% in the first year. Orchestrated business processes and procedures that addressed international requirements and compliance, data conversion, financial aspects, supply chain management, multiple currency exchanges, information and data governance, more.
- **Sales and revenue growth** – As the Managing Partner of an advisory specializing in revenue, sales, and growth, helped drive transformational initiatives for numerous clients. This included sales and business development, customer success and relationship management, churn prevention, business optimization and strategy, technology solutions, organizational/employee development, and revenue optimization. With decades of global expertise, navigated different regulatory requirements with experience and confidence. Ensured that sales and commission structures were such that it incentivized sales teams while also providing best results for customers. Skilled at detecting where a business is struggling and building relationships to create and execute solutions.

## Expertise

### Industry Experience

- Technology Sector
- Software (SaaS)
- Professional Services
- Consumer Packaged Goods (CPG)
- Transportation & Logistics
- Manufacturing
- Retail
- Energy (Oil & Gas)
- Healthcare
- Public Sector
- Insurance

## Specialties

- Sales & Revenue Strategy
- Business Development
- Sales Team Optimization & Development
- Customer Success
- Digital Transformation Strategy & Execution
- Supply Chain Management
- Mergers and Acquisitions
- Change Management
- Business Process Optimization
- Data Warehouse
- Software Selection
- Business Model Transformation
- Software Development

## Contact Information

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## Technology Leadership Experience

- Managing Partner; CRO-Solutions, Carefree, AZ
- Chief Revenue Officer & Chief Sales Officer; MSS Business Advisory, Phoenix, AZ
- Executive Vice President of Sales & Services; GlobalMed, Scottsdale, AZ
- Chief Revenue Officer – Executive Vice President; AppointmentPlus, Scottsdale, AZ
- Senior Vice President of Sales – CEO Advisor; Renwell, Tempe, AZ
- Director of Consulting; CGI Technologies, Phoenix, AZ
- Chief Revenue Officer/Co-Founder; DopplerSports, Scottsdale, AZ
- Consulting Director, Western Region; AppShop, San Jose, CA
- Partner, Oracle/SAP Americas; Arthur Andersen Business Consulting, Phoenix, AZ
- Partner, Oracle/SAP Practice; Deloitte Consulting, Phoenix, AZ/Global Travel
- Practice Director, Southwest Geography; Oracle Consulting, Phoenix, AZ
- Practice Director; Andersen Consulting Systems Resource Group, Phoenix, AZ
- Consulting Practice Director, Andersen Consulting, Phoenix, AZ

## Clients and Companies Served

- Aetna
- AZ State Lottery
- Bridgestone Americas
- Callaway
- ConAgra
- Costco
- DICKS Sporting Goods
- Gamma-Pulse
- GPS Insight
- Grifols
- Les Schwab
- Lincoln Financial
- Maricopa County
- Mass Mutual
- Motorola
- Southwest Gas
- Williams Energy

## Education

B.S., Business Administration – University of Phoenix