

Jed Reitler

Sales Director | Regional Sales Manager | Field and Outside Sales Leadership

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SUMMARY

Sales leader who recruits, coaches, and scales field and inside sales teams that beat their numbers. Grew Renewal by Andersen's Boston field sales team from 5 to 50 associates in 9 months and market revenue 130% to \$8.5M. Rebuilt a 50-person national sales operation at Credit Glory, lifting sales 47% to \$8.4M while cutting sales expenses 67%. Built a FinTech segment from \$150K to \$93M in sales. Combines hands-on coaching and Salesforce-driven pipeline management with pricing and deal-structuring depth from Cisco and Linksys, including \$50M+ negotiations. Beat quota in every recent leadership role: 128% at Renewal by Andersen, 115% at Credit Glory, and 230% at VADAR.

CORE COMPETENCIES

Field and Outside Sales Management | Team Building and Scaling | Recruiting, Onboarding, and Training | Sales Coaching and Performance Management | Territory and Market Development | KPI and Pipeline Management | Lead-to-Close Process Design | Compensation Plan Design | CRM and Lead Routing (Salesforce) | Go-to-Market Strategy | Pricing and Deal Structuring | Contract Negotiation | Channel and Partner Development

PROFESSIONAL EXPERIENCE

Field Sales Director | Renewal by Andersen, Boston, MA Jul 2022 – Present

Lead the in-home field sales organization and marketing for the Boston market, owning recruiting, onboarding, coaching, lead quality, and conversion.

- Achieved 128% of quota and grew annual Boston market revenue 130%, from \$3.7M to \$8.5M.
- Scaled the field sales team 10x, from 5 to 50 associates in 9 months, by building the recruiting pipeline, onboarding program, and daily KPI reviews.
- Tripled lead-to-sale conversion to 12% by tightening the handoff between lead setters and field closers.
- Cut marketing cost 32% and customer acquisition cost 25%, to \$750.

Vice President, Sales and Marketing | Credit Glory, Boston, MA Aug 2020 – Jul 2022

Led a 50-person national sales team and digital marketing for a consumer credit services company.

- Achieved 115% of quota and grew sales 47%, from \$5.7M to \$8.4M, by launching a new compensation plan, processes, and systems.
- Rebuilt the sales operation with automated CRM lead routing, objection-handling playbooks, rep coaching, and pipeline discipline.
- Cut unhandled leads 96% and sales expenses 67%; raised revenue per agent 27% and deals per agent 23%.

Founder and Consultant (concurrent) | Reitaway LLC, Boston, MA Mar 2020 – Present

Advise startups and small businesses on sales team coaching, playbooks, CRM, and AI sales tools.

- Consumer FinTech platform: tripled telesales conversion in 12 weeks with rep coaching and a new playbook.
- Professional certification body: grew B2B partnerships 4.5x (40 to 180) and revenue 24% to \$860K with weekly training and a sales playbook.
- Virtual school consortium: grew renewal revenue 23% to \$4M and new business 38% to \$750K with Salesforce customization and weekly coaching.

Vice President, Sales and Marketing | VADAR Systems, Boston, MA Dec 2014 – Aug 2020

Led sales and marketing for two divisions, including omnichannel campaigns and new business channels.

- Achieved 230% of quota; built a FinTech segment from \$150K to \$93M in sales (620x) and grew annual accounts 375%.
- Grew lead generation 210% and lead conversion 120%.

- Created go-to-market, marketing, and sales strategies; built competitive battlecards and trained reps to sell on value and ROI.

Sales Finance Director | Cisco Systems, Irvine, CA

Oct 2008 – Dec 2014

Structured and negotiated deals for Cisco's UCS data center and cloud business across Commercial, Enterprise, and Public segments, leading negotiations with Sales, Finance, Legal, and Engineering.

- Negotiated \$50M+ deals and helped grow UCS bookings about 240%, from \$239M to \$823M in one year, through deal structuring and pricing.
- Built a usage-based financing model for cloud customers that drove \$80M in new sales.
- Approved 75 deals worth \$178.7M in five months at 65.4% average gross margin. Earned Cisco Achievement Program awards in 2010 and 2011.

Director International Business Development | Linksys, Irvine, CA

May 2000 – Oct 2008

Joined as a startup; led global deal and pricing, the global deals desk, and business development with European broadband providers.

- Grew sales with telecom partners from \$20K to \$4.4M (220x), starting with Linksys' first international co-brand with British Telecom.
- Designed the global bid and pricing system as company revenue grew from \$350M to \$1B in 3 years.
- Raised proposal win rates from 30% to 55% and drove \$100M in new revenue with new-market pricing. Earned the Linksys Globetrotter Sales Award, 2003.

Contract and Pricing Manager | Northrop Grumman, Los Angeles, CA

1997 – 2000

- Negotiated contracts for the \$900M Super Hornet program and won 80% of proposals bid, capturing \$50M in new business.

EDUCATION AND CREDENTIALS

- MBA, Management, Loyola Marymount University
- BS, Microbiology and Molecular Genetics, University of California, Los Angeles
- Certified Commercial Contract Manager (CCCM), National Contract Management Association