

Brian LaValle

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SUMMARY

SaaS leader excelling in team growth, resilient work cultures, and driving revenue for up-and-coming organizations; adept at inventing Ad-hoc tools, leveraging AI, and crafting record-breaking GTM strategies.

EXPERIENCE

RepSpert

2022 - 2023, Victoria, AUS

Chief Revenue Officer

- Aligned CRM infrastructure to streamline sales processes, workflows, integrations, and automations.
- Integrated revenue model, targets, commission plans, and training modules to establish a reliable foundation for growth.
- Crafted impactful Go-To-Market sales strategies, leading to the creation of a profitable and scalable outbound sales machine.
- Built automated sales and commission tabulation dashboards, drawing attention to ideal behaviors and top performers.

Accomplishments:

- Propelled monthly revenue from \$8K to \$56K within 6 months, increasing revenue by 700%.
- Integrated acquisition channel with Pandadoc and Pipedrive, reducing friction and creating a single source of truth.

NetReputation

2020 - 2022, Sarasota, FL

Senior Director of Operations

- Developed a merit-based weighted lead allocation system to ensure fair and effective lead distribution among 15-30+ reps.
- Designed and administered training and ramp-up programs, including graduation criteria, shadowing, and role-play modules.
- Built and administered an automated commission platform to drive optimal behaviors during the entirety of the pay cycle.
- Advised and oversaw integration of operational systems, aggressively boosting sales output and cultural quality.

Accomplishments:

- Drove an 85% YoY growth in revenue, skyrocketing from \$8M to \$14.8M.
- Threaded the needle of raising department's profit margin by 25% while simultaneously increasing commission payouts by 50%.

IAC (NASDAQ: IAC)

2010 - 2020, Golden, CO

Director of Outbound Marketing @ Angi / HomeAdvisor (2015-2020)

- Orchestrated entire outbound marketing motion, consisting of 12 data miners, 7 directors, 42 managers, and 1,600 reps.
- Collaborated with multiple director groups, providing actionable insights on lead consumption and campaign performance.
- Delivered weekly presentations to the C-suite, reporting on campaign successes, lead consumption, and market developments.
- Applied data-driven tactics to guide sales processes and consistently surpass aggressive performance goals.

Accomplishments:

- Led the entirety of outbound marketing efforts, freeing-up focus for sales.
- Outbound marketing team contributed 30% of total revenue during the company's expansion from \$40M to \$1B in ARR.
- Introduced and established core processes in a company whose business model remained nearly unchanged for over 20 years.
- Optimized outbound marketing through the acquisition phase, and later the IPO phase as Angi Homeservices.

Senior Sales Manager @ ServiceMagic / HomeAdvisor (2013-2015)

- Led an inside sales team of 8-14 representatives, conducted daily huddles and individualized weekly coaching to boost results.
- Established systems to drive marketing and cold outreach teams through creative contests and team events.
- Ensured team members' performance met set standards through performance improvement plans, and corrective action plans.
- Built innovative prospecting systems to improve call quality, conversion rates, and number of memberships sold.

Accomplishments:

- Turned around an underperforming team, achieving a 4x performance boost and raising sales from 292 to 1,646 memberships.
- Expanded the outbound sales force from 400 to 1,600 sales representatives.
- Received the "Innovation" Company Core Value Award for significant advancements in campaign-building.
- Invented tools that reduced inapplicable contacts, bad phone numbers, and other erroneous information by 25%.

Senior Sales Representative / Team Lead @ ServiceMagic (2010-2013)

- Exceeded sales volume targets through making cold calls, sending text messages, and innovating through obstacles.
- Sold 1,590 memberships to a lead-generation platform for contractors, individually generating \$5.5M ARR.
- Took initiative on prospecting, scriptwriting, pitching, and coaching as team lead. Deskside coaching as well as remote.
- Mirrored the performance of top reps by emulating vocabulary, objection handles, and pipeline management choices

Accomplishments:

- Ranked 5th out of 400+ sales representatives (top 1-2%). Measured via a weighted performance scoring.
- 2012 President’s Club Winner.
- Simultaneously sold services and trained coworkers as a team lead.

LaValle Driveway Company

2008 - 2010, Syracuse, NY

Sole Proprietor / Owner

- Assembled and managed a crew of 3 laborers for asphalt driveway repairing and sealing.
- Led daily training sessions on safety protocols and manual labor procedures, fostering a culture of safety and efficiency.
- Oversaw site operations, with responsibilities including coordination, planning, and supervision.
- Negotiated cross-promotional campaign with Domino’s, resulting in a 30% increase in revenue and overall local exposure.

Accomplishments:

- Built a profitable business that allowed for a debt-free college graduation.
- Provided stable employment for 3 close friends during the "great recession" of 2008.
- Boosted company revenue and brand visibility by initiating cross-promotional campaigns with local businesses.

EDUCATION

B.S. in Business Administration

Minor in Business Analytics • State University of New York • Oswego, NY • Graduated 2010

Memberships:

- American Marketing Association
- Society for Human Resource Management
- Oswego Alumni Association
- Project ‘Lead The Way’

INTERESTS

Family (Wife Zehra and my dog Morty)

Fantasy Football (Yahoo “Platinum” Level - Top 2% internationally, 59.8% winning pct)

Musical Composition

Paintball

Botany (Bonsai Gardening)

Marching Percussion

- International Silver Medalist (*with The Cadets*) Score of 97.025/100
- State Gold Medalist - NYSPC – (*Best Snare Line, Best Drum Line*)
- State Gold Medal Educator - *34th New York State Field Band Conference Championships (Central Square High School)*
- Scholarship Winner: *Drums Along the Mohawk (Paid my tuition for The Cadets)*
- Ray Bennett Memorial Award for Outstanding Leadership

SKILLS

Ad Hoc Tools	SQL	Financial Forecasting	P&L Management
Strategic Planning	HR Practices	Sales Enablement	Contract Law
Agile Methodologies	Talent Development	Sales Metrics	Web Scraping
Conflict Resolution	Business Analysis	Machine Learning	Data visualization
Vendor Management	Funnel Optimization	CRM Administration	Change Management