



Cal Steinhoff

CSO

About Cal Steinhoff

A seasoned SaaS sales leader with a record of success, Calvin executes strategic, cross-functional initiatives to consistently exceed goals. An excellent communicator with exceptional interpersonal and leadership skills, he interacts across all levels of the organization to build strong sales processes, sales pipelines and closed sales. With a track record of sales achievement across all sizes of institutions as both an individual contributor and manager, Calvin excels in expanding product offerings in volatile, fast-growing markets. With strong experience in enterprise sales, team building, channel sales, account management, and strategic partners, he drives revenue growth.

How Cal has Helped Businesses Grow

- Achieved 185% and 140% of annual quotas at MeridianLink, leading sales team for Small Business platform and Marketing Automation and Background Screening business lines.
- Exceeded quota and top revenue producer for three years at Enova Decisions managing direct and inside sales teams and own territory.
- Exceeded quota goals for three years developing and refining go-to-market strategy for under-performing territory at Seal Software.
- Top revenue producer 3X for early-stage FinTech/SaaS startup Mirador Financial.
- Negotiated, closed and managed over \$5 million in strategic partner revenue in first 24 months, increasing overall partner revenue an average of 77% for three years at SaaS payroll and HR benefits leader, SurePayroll.
- Exceeded annual quota 5X while maintaining 92% customer retention at Procuri, Inc. implementing Global Account Management group and managing Enterprise Account Sales Team.
- Increased division sales 36% in 24 months preparing for successful company exit at Seven Worldwide, managing sales, account management, and marketing for \$25 million division.

Expertise

Industry Experience

- SaaS
- Financial Services
- Technology
- FinTech
- Artificial Intelligence
- Payments
- HR
- Payroll
- Supply Chain
- Procurement
- Contract Management
- Banks
- Credit Union
- Credit
- Lending

Specialties

- Sales Growth
- Channel Strategy
- Growth Strategy
- Revenue Growth
- Sales Process
- Business Development
- Channel Sales
- Sales Team Building

Education

- Executive MBA, Northwestern University, Kellogg School of Management
- BA, Loyola University Chicago

Contact Information

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Executive Experience

- Head of Sales, North America, GDS Link
- SVP Sales, Strategic Products, Meridian Link
- Head of Sales, Enova Decisions
- Regional Sales Director, Seal Software
- SVP, Business Development, Mirador Financial
- Vice President, Business Development, Paychex/SurePayroll
- Vice President, Global Account Management, Ariba/Procuri, Inc.
- Director of Sales & Business Development, R&B Group, Inc.
- National Sales Manager, Seven Worldwide, Inc.