



David Austin

Chief Sales Officer

About David Austin

With extensive experience in sales leadership and key account management, David leads all aspects of commercial business operations. Bringing expertise in solution selling a broad portfolio of products and services, he develops territory growth strategies and navigates complex sales cycles in highly matrixed environments to exceed revenue and profitability targets. With a deep understanding of the competitive landscape and an ability to build strong relationships with key stakeholders, he drives implementation through plans, processes and actions that are measurable, sustainable and transparent.

How David has Helped Businesses Grow

- Drove 180% year-over-year sales growth through Salesforce.com reorganization, aggressive commercial strategy, and cross-functional alignment.
- Increased revenue (14%) and profitability (17%) targets YoY leading commercial team of 21 multi-discipline professionals through COVID-19 pandemic.
- Maintained revenue and increased profitability (45%) and predictability of business in first year shifting sales focus from reseller to direct-to-market model.
- Enhanced profitability by implementing a value-based selling approach, resulting in a 10% increase in ASPs on core products by proactively addressing customer needs rather than reacting to market fluctuations.
- Led team in surpassing annual sales targets three years running, a dramatic rebound from 74% to plan in prior year.
- Delivered 21% year-over-year revenue growth in primary product lines during division's divestiture, defying industry norms and internal expectations.
- Increased revenue from \$172,000 to \$2.5 million in three quarters, engineering a rapid turnaround of a primary business segment, by reinvigorating the sales force, redefining go-to-market strategy, and restructuring a misaligned OEM partnership.

Executive Experience

- Principal, EDA Consulting
- Cofounder and President, Summit Sales Partners
- Vice President and General Manager, Healthcare Safety, Corrections and Security, Metrasens, Inc.
- Vice President, Service Sales, Siemens Healthineers
- Vice President of Sales, Gamma Medica, Inc.
- S. Director of Sales, MRI and Ultrasound, Hologic, Inc.
- Senior Regional Sales Manager and Field Sales Trainer, Sentinelle Medical, Inc.

Expertise

Industry Experience

- Healthcare
- SaaS
- Industrials
- Construction
- Insurance

Specialties

- Sales Growth
- Competitive Strategy
- Demand Generation
- Key Account Management
- BD and Lead Generation
- Channel Strategy

Education

- MBA, EMBA, Washington University in St. Louis
- BS, Honors Biochemistry, General Business, University of Missouri-Columbia

Contact Information

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