



Jim Wallace

CSO

About Jim Wallace

Jim helps CEOs accelerate profitable growth by transforming sales organizations into disciplined, high-performing revenue engines. He combines advanced analytics, AI, and modern sales technology with rigorous commercial operating models to improve seller productivity, strengthen pipeline conversion, and drive measurable revenue and margin improvement.

Jim is particularly effective in companies navigating major commercial transitions — including shifting from products to solutions, scaling enterprise selling, and improving sales productivity in complex B2B environments. He translates large-enterprise commercial disciplines into practical, scalable systems that mid-sized companies can implement quickly.

Throughout his career, Jim has built and led high-performing leadership teams and delivered large-scale commercial transformations that drive sustained growth.

How Jim has Helped Businesses Grow

- Improved new-business win rate by 21%, signings per head by 28%, and reduced field-selling costs by 14% in Xerox U.S. Enterprise Business Unit by redesigning scalable sales coverage, compensation, and performance management systems.
- Generated 30% year-over-year growth in new contracts and sustained over 100% revenue replacement at Xerox U.S. Enterprise Business Unit while leading the transition from traditional hardware to digital services.
- Drove a 32% improvement in BDR productivity and boosted pipeline conversion by 50% at Dematic (Materials Handling Automation provider) by formalizing repeatable lead and prospect qualification standards and strengthening strategic deal management using Korn Ferry Sell (Miller Heiman) methodology.
- Expanded market access and improved win rates by securing positions on major healthcare and public-sector procurement vehicles, enabling preferred-vendor status and creating competitive advantage in regulated buying environments.
- Won numerous highly competitive pursuits exceeding \$100M Total Contract Value, leveraging partnerships with enterprise and small-business partners. Managed complex global relationships across Fortune 1000 and public-sector clients.
- Delivered 18% selling cost reductions in Xerox Commercial Named Accounts Group by optimizing organizational structure and business processes and leveraging offshore resources.

Expertise

Industry Experience

- Technology
- SaaS
- Professional Services
- Industrial / Manufacturing

Specialties

- Sales Growth
- Go-to-Market Strategy
- AI
- Sales Talent Development
- Business Development
- Sales Enablement
- Positioning & Messaging
- Competitive Strategy
- Pricing & Contracting Strategy
- Public Sector Contracting

Education

- BA, Marketing, University of Louisville
- Associates Degree, Data Processing & Data Processing Technology, University of Louisville

Contact Information

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How Jim has Helped Businesses Grow (Cont.)

- Led large-scale sales transformations through major market shifts—from analog to digital, monochrome to color, and hardware to managed services and Software as a Service.
- Led the launch of next-generation digital publishing systems, replacing one of the company's highest-volume and highest-margin products, coordinating market positioning, commercial strategy, and a global sales training program for 500+ personnel.

Executive Experience

- Senior Director, Sales Operations and Business Development, Dematic
- Senior Vice President, Americas Global Document Outsourcing, Xerox
- Senior Vice President, U.S. Enterprise Business Unit, Xerox
- Senior Vice President, U.S. Public Sector, Xerox
- Vice President, State & Local Sales, Xerox
- Vice President, Sales Operations, Xerox
- Competitive Marketing Manager, Xerox