



# John Hannula

CSO

## About John Hannula

A results-oriented leader with 20 years' experience overseeing B2B and D2C sales and marketing, John has demonstrated success in directing all revenue generating functions, including sales, sales operations, account management, and marketing across various industries. With a proven track record of scaling businesses, building high performance teams, and driving accountability, he drives revenue for small and mid-size business looking to grow. A collaborative problem solver, he skillfully assesses challenges and executes change.

## How John has Helped Businesses Grow

- As the fractional CSO for a \$30M regional home services company created a culture of accountability and reprioritized KPIs to focus on growth. Actions included overhaul of organizational design, introduction on new KPIs and upgrades to the technology stack leading to a jump in sales conversion from 25% to 31% in 12 weeks.
- As CRO at Social Tables (a \$20M B2B SaaS company), rebuilt the new business sales team and drove new logo revenue from \$2M to \$4M in first 12 months by improving conversion rates from 18% to 26% and increasing ACV by 20%. In addition, John pivoted the account management team from a customer support orientation to a revenue-oriented team resulting in existing customer net revenue going from a 2% growth rate to 10% growth rate.
- Grew subscription revenue from \$7M to \$80M in five years as the Vice President of Sales at Frontpoint by improving conversion rates from 15% to 22% while growing team from 7 people to 180 people.
- Rebuilt the sales team to grow new business revenue as CRO at Bevi (\$50M smart beverage dispensing business) resulting in 60% year-on-year growth through improvements to hiring profiles, organizational design, goal setting and compensation plans. In addition, John launched new marketing campaigns, webinars programs, retooled events and optimized SEO / PPC resulting in a 102% increase in lead volume feeding both inside direct sales as well as distributor sales.
- Drove \$500,000 early-stage revenue in first year leading new logo and existing account sales in the real estate industry at Dwellwell Analytics, a start-up AI and sensor company. Negotiated and launched the first partner sales and marketing program.
- Delivered sales growth of 8% YoY while improving key sales performance efficiency metrics at Simplicity. Reduced operational expenses by 35% through offshoring and continuous business process improvement.

## Expertise

### Industry Experience

- SaaS
- Technology
- AI
- Hospitality
- Food & Beverage
- IoT

### Specialties

- Sales Growth
- Go-to-Market Strategy
- Pricing Strategy

## Education

- MBA, Georgetown University
- BA, International Studies, China, University of Washington

## Contact Information

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## Executive Experience

- Chief Revenue Officer, Dwellwell Analytics
- Chief Revenue Officer, Bevi
- Chief Revenue Officer/Vice President Sales, Social Tables (acquired by Cvent)
- Vice President Sales, Account Management, and Support, Sestra Systems
- Vice President Sales, Frontpoint