



John Hannula

CSO

About John Hannula

A results oriented, leader with 20 years' experience overseeing B2B SaaS and D2C sales and marketing, John directs 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, securing funding, and launching new verticals, he drives revenue plans, ARR growth, lead generation strategy and implementation, and partner and affiliate marketing. A collaborative problem solver, he skillfully assesses challenges and executes change.

How John has Helped Businesses Grow

- Drove \$500,000 early-stage revenue in first year leading new logo and existing account sales at Dwellwell Analytics. Negotiated and launched first partner sales and marketing program.
- Drove 60% YoY revenue growth through both direct and channel partner distribution programs at Bevi. Launched new vertical strategies to drive long term growth.
- Maintained customer and revenue renewal rate over 97% at Sestra Systems. Developed and implemented go-to-market strategies to expand into new verticals. Rebuilt entire sales and account management organization post-Covid.
- Maintained 95% revenue renewal rate and 105% revenue retention at Social Tables through upsells and account expansion.
- Drove annual revenue from \$7 million to \$80 million at Frontpoint while growing sales organization from 7 to 180 employees in five years. Grew lead volume 59% over two-year period and improved sales conversion rates from 5% to 20% in first three years.
- Delivered sales growth of 8% YoY while improving key sales performance efficiency metrics at Simplicity. Reduced operational expenses 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
- Vice President Sales, Account Management, and Support, Sestra Systems
- Chief Revenue Officer/Vice President Sales, Social Tables (acquired by Cvent)
- Vice President Marketing and Business Development, Frontpoint
- Vice President Sales, Frontpoint
- Vice President Sales, Simplexity