



Michael Regnier

CSO

About Michael

A highly accomplished executive sales leader with a track record of driving revenue growth, Michael builds high-performance teams and cultivates strategic partnerships resulting in successful exits. A seasoned professional with extensive experience in the Healthcare, SaaS and Analytics industries, he delivers enhanced revenue generation through development and implementation of innovative strategies and approaches. Proficient in designing and applying compelling GTM messaging in partnership with CEOs and CMOs, he fosters a culture of collaboration, accountability and “strategic iteration” to achieve sustainable business growth.

How Michael has Helped Businesses Grow

- Spent 25 years in senior sales management helping small companies (under \$150 million) achieve rapid growth after “establishing a beachhead” and/or receiving a cash infusion from investment firms.
- Retained by private equity groups and holding companies to install his “sales toolkit” into their portfolio companies to refine messaging, design rep profiles and comp plans, install sales force automation, recruit and train sales personnel, create sales performance management processes, etc.
- Personally drove an average of \$700k in annual revenue in recent years via his own Corporate Sales contributions as he built out the sales teams within portfolio companies.
- Partnered with CEOs and CMOs to “crack the code” on sales expansions with results such as:
 - Doubling the annual recurring revenue across a portfolio of six Greater Sum Ventures portfolio SaaS companies in 13 months.
 - Attracted \$1.3 million in launch product sales orders at Wolters Kluwer Health’s Global Innovation Lab’s “skunkworks division” within first year post-beta and developed \$9.6 million sales pipeline.
 - Conducted a one year turnaround at LogicStream (SaaS and Analytics) to achieve 16% annual growth on the heels of two years of flat or negative growth.
 - Ran a 200 FTE Field Sales and Field Service operation for Johnson&Johnson’s SteriMed division and drove an average of 18% growth over a six-year term.
 - Contributed to the successful exits (i.e. – acquisition or IPO) of eight small companies.

Executive Marketing Experience

- Founder and Principal, Sales Design & Delivery, LLC (Sales Consulting since 2012)
- Executive Vice President, LivTech/Greater Sum Ventures Healthcare Portfolio
- Executive Vice President, Sales & Marketing, Logic Stream
- Vice President of Sales and Corporate Accounts, Global Innovation Lab, Wolters Kluwer
- Vice President of Sales, Prezio Health (Frazier Private Equity Portfolio)
- Vice President, Sales and Field Operations, Sterilmed, Inc. (a J&J Company)
- Executive Vice President, MissionMode Solutions (a Divine Interventures company)
- Vice President of Sales, OpinionWare.com (a Divine Interventures company)

Expertise

Industry Experience

- Healthcare
- SaaS
- AI

Specialties

- Sales Growth
- Go-to-Market Strategy
- Sales/Marketing Automation/MarTech
- Corporate Sales
- National Accounts
- Channel Partnerships

Education

- Masters of Business Communication Certificate Program, University of St. Thomas - Opus College of Business

Contact Information

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