



Neil Isford

Chief Sales Officer

About Neil Isford

An experienced B2B SaaS executive with a track record in growing sales and revenue, Neil builds high performance go-to-market teams across a broad spectrum of companies (from startups to multinationals). Leveraging technical and leadership expertise developed at IBM, he effectively delivers new business sales growth and integrates acquisitions to scale firms. With expertise in AI, data, analytics, security, and professional services, he helps clients apply technology to generate business value. And with deep global revenue operations experience, he accelerates growth, improves sales productivity, and implements compelling business partner programs for a range of channels.

How Neil has Helped Businesses Grow

- Grew sales 153% (60% GCR) at Meazure Learning by shifting the market segment focus to Professional Testing, establishing a full-service solution model, and aligning sales, customer success, tech sales, BDRs, and marketing into a cohesive GTM.
- Grew sales 90% YoY at Dealpath by expanding the sales team, implementing new sales processes and methodologies, and driving significant bookings and revenue from the customer base with a quarterly net retention rate of 111-133%.
- Increased revenue to \$320 million by expanding new business sales 78% YoY at RMS. Led GTM activities globally for a portfolio of risk management software/SaaS solutions.
- Doubled Financial Services solutions revenue from \$350 million to \$700 million in two years by helping lead the transition of IBM's software GTM from product to industry solutions.
- Grew new business sales 92% (\$1.2 to \$2.3 billion) in 3 years at IBM, which contributed to the creation of the second largest data/analytics software business in the world.
- Drove \$5 billion of software sales through business partners (distributors, VARs, ISVs, system integrators and OEMs), by re-inventing IBM's software Business Partner model.

Executive Experience

- Chief Revenue and Customer Officer, Meazure Learning
- SVP Sales, Dealpath
- Chief Revenue Officer, Risk Management Solutions (RMS)
- Worldwide GM, Watson Financial Services Solutions, IBM
- GM Analytics, Industry & Cognitive Solutions, IBM
- VP Worldwide Business Partner Sales, IBM
- VP Professional Services, Dell
- President & CEO, Plural

Expertise

Industry Experience

- SaaS
- Professional Services
- Financial Services
- Insurance (Insurtech)
- Education (Edtech)
- Technology

Specialties

- Sales Growth
- Go-to-Market Strategy
- Growth Strategy
- Channel Strategy
- Pricing Strategy
- International Expansion
- Competitive Strategy
- AI

Education

- BBA, Business Administration and Management, General, Wilfrid Laurier University

Contact Information

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