



Robert Pruter

CSO

About Robert Pruter

A motivated, results-driven sales management professional with exceptional entrepreneurial, leadership, and team building skills, Robert develops synergistic relationships and successful high-level negotiations with key decision-makers in diverse industries. Thriving in challenging situations, he increases sales revenues, delivers operational efficiencies, and improves client service levels through sales, client-facing attention, and account management leadership. Dependable, articulate, and compassionate, Robert maintains a sense of humor under pressure and is diplomatic and assertive in dealing with different types of people.

How Robert has Helped Businesses Grow

- Grew revenue from zero to \$30 Million ARR at cybersecurity technology company and expanded into Asia Pacific Markets. Created business plan and led team execution for penetrating a new healthcare market leading to a successful exit.
- Doubled MRR in four months, increasing ARR by 30% and reaching positive cash-flow at AI SaaS Technology company. Transitioned monthly SaaS contracts to annual with professional service component, increasing per contract revenue by 20%.
- Drove 95% of clinician technology company revenue opening Western US, closing new customers ranging from single site to large hospital systems. Developed pipeline from zero to \$10 million in four months, closing \$7 million in contracts.
- Built direct sales pipeline from zero to \$20 Million in first nine months at global healthcare IT company. Achieved 95% retention eliminating existing dealer group and implementing in-house sales outreach.
- Generated \$10 million annually in revenues growing orthopedic market presence from zero to number two in 18 months. Built imaging center business from zero to main market player in first year with over 150 imaging center installations and 20% of market.

Executive Experience

- Chief Revenue Officer & Co-Founder (Advisor), SPHER, Inc.
- Chief Revenue Officer (Fractional), BOLA AI
- Director of Sales, Interoperability, Infor Healthcare Solutions
- Vice President of Sales, Aventura
- SVP of Sales & Marketing, Aspyra
- National Sales Director, Ambulatory Care Sales Group, AGFA
- Western Zone Sales Director, Merge Technologies/RIS Logic now IBM Watson Health

Expertise

Industry Experience

- SaaS
- AI
- Healthcare
- HealthTech
- Med Tech
- FinTech
- Technology

Specialties

- Sales Growth
- Go-to-Market Strategy
- Demand Generation
- Market Penetration & Growth
- Channel Strategy
- Partner Growth

Education

- UCLA

Contact Information

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