



### Jeff Koser

Jeff has extensive operating experience in high-growth, global companies with a focus on go-to-market strategies affecting sales, marketing, and channel. He has brought his leadership skills as an operating executive to the management team of client companies resulting in fourteen companies across various industries and geographies, experiencing great liquidity exits, with 5 achieving \$1b or more in market capitalization.

Jeff recently served as a go-to-market expert that designed, developed, and implemented transformative value-based sales and marketing execution systems; for CreatorIQ, [www.creatoriq.com](http://www.creatoriq.com), the influencer marketing cloud company, for Chartbeat, Inc., [www.chartbeat.com](http://www.chartbeat.com), the creators of a content intelligence AI-driven platform for digital publishers, and for Blachford, [www.blachfordacoustics.com](http://www.blachfordacoustics.com), the 100-year-old manufacturer of acoustic, thermal and vibration solutions found worldwide in heavy machinery and office buildings.

Jeff's operational experience includes a range of software, manufacturing, and services companies starting his career as a manufacturing software sales representative and progressing through sales, marketing, VP of sales, COO, and CEO. Jeff has consistently scaled operations, driven growth, and improved profitability by leveraging his go-to-market expertise:

- Jeff assisted Vivisimo, makers of software to access and cluster the world's information, for better search and discovery, resulting in 421% larger deals, leading to an acquisition by IBM for 20x revenue - watch the [video](#).
- Assisted Taleo, formerly Recruitsoft, a SaaS tool for sourcing, recruiting, and onboarding, with their value-based go-to-market resulting in growth from \$8m to \$326k laying the foundation for an acquisition by Oracle for \$1.6b.
- Assisted Serigraph Inc., a commercial molder of plastics for the automotive, appliance, consumer goods, and medical devices, lifting sales from 10 years of stagnation to an 800% improvement in sales close rate, 211% improvement in contribution margin, 26% faster sales cycles, and the best sales years in previous 10 years - watch [video](#).
- Worked with MOVAC Venture Capital in New Zealand [www.movac.co.nz](http://www.movac.co.nz), to help Author-it Software, a SaaS platform for creating, maintaining, and distributing single-sourced technical content, and ParkHelp, the global leader in parking guidance technologies, to expand profitably in the US, Europe, and Asia.

- Jeff served as COO of Baan Supply Chain Solutions, and VP of Sales at Baan Americas (1993-1998), assisting in the company's IPO and annual revenue growth from \$60 million to \$800 million resulting in a \$12b market cap.



In summary, Jeff has extensive hands-on experience in:

- Working with International companies and leading US expansion: Baan Supply Chain Solutions, Author-it Software (New Zealand), and ParkHelp, Inc. (New Zealand).
- Led challenged companies thru major transformations and expansions resulting in acquisitions or IPO: Baan (IPO), Taleo (IPO and acquisition by Oracle), and Vivisimo (acquisition by IBM).
- Working with innovative technology companies thru explosive growth: Baan (\$60m to \$800m), Taleo (\$8m to \$326m), Vivisimo, growth that resulted in an acquisition by IBM for 20x revenue.

Jeff has consistently been recognized for his sales and go-to-market leadership. In 2008 he was the best sales business book award-winning co-author of [Selling to Zebras](#) and in 2010, Jeff was honored as one of the greatest sales authors of all time alongside Tony Robbins, Zig Ziglar, Michael Bosworth, Tom Hopkins, and 13 other authors in the book [The Sales Gurus](#), *LESSONS FROM THE BEST SALES BOOKS OF ALL TIME* by Andrew Clancy; published by Portfolio.

Jeff holds a B.A. in Marketing, a B.S. in Sociology, and a Minor in Economics from the University of Wisconsin-Oshkosh.