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SALES EXECUTIVE

CORE COMPETENCIES

Sales Leadership
Partner/Distributor Relations
Relationship Management

International Business
Strategic Partnerships
Technical Aptitude

Sales Development
Territory Development
Start-ups

SUMMARY

Software and Technical Services Sales Executive with Operation expertise and Entrepreneurial attitude building long term value for organizations from customers, markets and relationships.

PROFESSIONAL EXPERIENCE

Tabula

Software & Technical Equipment

Aviation Sales Manager

2023 – Present

Increasing North American sales, establishing and managing strategic partnerships, managing client relationships for New Zealand based AgTech company - Agriculture Aviation GPS guided proof of application, compliance and job management solutions.

- Manage North American sales to increase market share in fixed wing and rotary Ag markets.
- Establish and grow strategic partnerships in AgTech and associated verticals.
- Essential role in global rebranding initiative throughout North America.
- Create and refine operational processes, sales processes and structure to increase close rate of 41%.

ProCode / Cascade by SAFEbuilt

Technical Services & Software

Director of Sales / Business Development

2021 – 2023

Created sales departments concurrently for related startup Community Development Services and Community Development Software companies serving municipalities / local government.

- Set up sales depts, implemented sales processes, integrated CRM, executed digital marketing / social media drive, etc.
- Worked with Marketing to aggressively build brand and create local and national S&M strategies.
- Acquired by national competitor 10 months after establishing sales dept.

Pleasant Solutions

Software Development & SaaS

Technical Account Manager

2016 – 2021

Advanced USA custom software sales, established and managed strategic partnerships, created proposals, won complex software projects, and managed ongoing client relationships.

- Built USA territory ground up to establish USA presence for Canadian based company.
- Sold Custom Software development to small business to C-level Fortune 200.
- Established and maintained channel partnership with a global credit processing company.
- Developed and managed client relationships to retain 67% residual revenue after initial project.

Signage by Design

Software & Technical Equipment

Sales Executive

2014 – 2015

Developed sales process, generated leads, demo software, built customer base, established and managed strategic partnerships, and co-managed product development & marketing for digital sign software start-up.

- Created sales strategy to target customers with less complex digital sign network requirements.
- Sold SaaS to a spectrum of customers from nonprofit organizations to C-level clients.
- Consistently met sales goals & increased customer base with 25% close rate.

Powerhouse Retail Services

Technical Services

Sales Executive / Projects Manager

2011 – 2013

Built technical services division (LAN/ WLAN, network equipment, teleco, POS, A/V, CCTV, software support, etc), sold technical services, designed technical projects and managed departmental operations for retail service company.

- Developed sales/marketing strategy to drive revenue up 10% - \$40 million to \$44 million.
- Sold technical services to executive and C-level of major retailers and manufacturers.
- Developed technical services partnerships.

Link Source

Technical Services & Technical Equipment

Director Operations / Sales

2001 – 2011

Implemented operational strategies, developed national / international customer base, drove revenue and strategic growth through North America, and managed business operations and sales for technical installation company.

- Built business from a startup company with no investment capital increasing revenue avg of 33% yr to \$5M annual revenue while establishing Link Source as a North American brand.
- Sold technical services to executive and C-level of major retailers and manufactures.
- Managed budgets, cost analysis and strategic vision for growth of brand.
- Administrated 10 full time employees in multi-state locations and 650 contractors in North America.

Champion Business Systems

Software

Sales / Marketing Executive

2000 – 2001

Managed accounts, input in product development and marketing, created and maintained strategic partner relationships while executing marketing & sales strategies for accounting software company.

- Sold and managed North American accounts.
- Developed strategic relationships with financial and ISP companies to bundle software to end user.
- Co-designed product names, packaging, and marketing materials.
- Implemented sales & marketing strategy to distribute software through educational channels.

EDUCATION & CERTIFICATION

Texas State University
International Business

McAir Aviation
Student Pilot

ITIL Foundations
CompTIA Network +
CompTIA Security +