John D. McCumber Tampa, FL 33607 | (512) 945-1021 | johnmccumber@icloud.com | [LinkedIn](https://chat.openai.com/c/linkedin.com/in/beyondballistic)

**Dynamic Vice President of Sales & Marketing | Spearheading Revenue Growth in Healthcare & Tech-Driven Environments**

**Profile**

A visionary sales leader, John D. McCumber brings a wealth of experience in steering high-performing teams towards unprecedented revenue achievements within the sales and technology sectors. Renowned for his strategic prowess in lead development, team management, and innovative sales strategy execution, John excels in transforming sales visions into tangible results. His adeptness in fostering relationships, coupled with a keen insight into SaaS and healthcare technology markets, positions him as a catalyst for growth and impact across diverse organizations.

**Core Competencies**

* **Strategic Sales Leadership** | **Pipeline Optimization**
* **Market Penetration & Expansion** | **SaaS Solutions**
* **Team Building & Leadership** | **CRM & HubSpot Mastery**
* **High-Impact Negotiations** | **Strategy Implementation**

**Professional Experience**

**Hello Health, Tampa, FL**  
*Vice President of Sales and Marketing*  
November 2023 - Present

* Developed and executed a comprehensive sales and marketing strategy, leading to Hello Health's successful market entry with a 30% adoption rate within the first quarter.
* Led a cross-functional team of 40+ members spanning 3 international regions, enhancing inter-departmental collaboration by 25% and expediting product development cycle by 15%.

**Zelis Healthcare, St. Petersburg, FL**  
*Director of Business Development - Payers and TPAs*  
October 2022 - November 2023

* Developed a targeted sales generation framework, integrating advanced analytics, which propelled the surpassing of sales quotas by 100% for three consecutive quarters.
* Implemented strategic lead generation tactics, including digital marketing and networking, resulting in a 150% increase in qualified leads and revitalizing the sales pipeline.

**Virgin Pulse/Welltok, Austin, TX**  
*Regional Sales Director -Health Systems and Employers*  
February 2021 - October 2022

* Spearheaded sales strategy overhaul for a leading digital health firm, cutting sales cycles by over 70% through strategic account targeting and sales process optimization, culminating in a lucrative multimillion-dollar acquisition.
* Achieved the distinction of top sales performer in 2022 by securing 5 major contracts with health systems and led the integration of sales teams post-acquisition by designing and delivering an extensive training program.

**BMC Direct/Healthy Finds, Austin, TX**  
*Vice President*  
August 2017 - February 2021

* Transformed sales approach for a top natural products aggregator, driving an unprecedented 300% average YOY sales growth and halving the sales cycle by implementing agile sales methodologies.

**eRelevance, Austin, TX**  
*Director of Inside Sales*  
March 2014 - August 2017

* Played a key role in scaling startup's revenue from $0 to $28 million in 4 years, through the creation and application of a unique sales training curriculum and adoption of data-driven sales strategies.

**Practice Builders, Irvine, CA**  
*Director of Business Development*  
January 2012 - March 2014

* Directed the successful market launch of two new cloud-based platforms, resulting in a 200% revenue growth in the first year by deploying targeted sales and inbound marketing strategies.

**Education**

Bachelor of Arts in Political Science  
Texas Tech University

John D. McCumber is not just a sales executive; he's a growth catalyst, a strategic thinker, and a leader who thrives on turning challenges into opportunities. With a proven track record of success across the sales, technology and healthcare landscapes.