

ANDY KORENAK

Atlanta, GA

402.237.2241 | KorenakAndy@gmail.com | [LinkedIn](#) | [Testimonials](#)

Senior Sales & Enablement Leader

Senior Sales, Operations, and Enablement Leader with a proven track record of optimizing sales processes, accelerating revenue growth, and enhancing team performance. Recognized sales leader and coach, known for developing high-performing teams and driving exceptional results through strategic enablement and operational excellence. Expertise in scaling global sales organizations, implementing enablement strategies, and driving operational efficiency. Adept at leveraging data-driven insights, automation, and strategic partnerships to streamline workflows, improve forecasting, and align cross-functional teams for sustained business growth.

AREAS OF EXPERTISE

- LMS, CMS, CRM
- Team Leadership
- Collaborative Coaching
- Key Performance Indicators
- Sales Enablement Platforms
- Onboarding & Everboarding
- GTM Strategy
- Product Marketing
- Program Management
- Cross Team Collaboration
- Continuous Improvement
- Sales Leadership Development
- Change Management
- Performance Analysis
- Strong Analytical Skills
- Business Development
- Sales Process Optimization
- Metric-Driven Performance

Andy has an amazing combination of technical expertise and interpersonal skills. He is consistently enthusiastic and motivated, demonstrating exceptional business acumen while bringing out the best in others.

Rhett Kasparian, CEO, Notus HC

SELECTED CAREER HIGHLIGHTS

- ✓ **Drove revenue from \$75M to >\$100M** with an 11% increase in Average Order Value (AOV).
- ✓ **Successfully led and doubled the sales team**, increasing the company from 420 to 1200 employees.
- ✓ **Launched global sales coaching**, reducing BDR and AE attrition by over 60%
- ✓ **Onboarded over 100 new sales partners** and increased revenue from \$400M to >\$532M.
- ✓ **Contributed to achieving a \$17M** annual revenue target through streamlined enablement and sales coaching.
- ✓ **Designed and implemented net-new channel, partner, and MSP enablement programs**, resulting in accelerated partner onboarding, increased partner performance, and enhanced revenue growth.

PROFESSIONAL EXPERIENCE

MVPSALESCOACH

2022 – Present

Senior Business Consultant

- Leadership Development, Sales Coaching, Skills and Development.
- GTM Sales Strategy, Channel Management, and Partner Strategy.
- Fractional Sales Leadership and Enablement, Business Operations, Customer Training and Engagement.
- Start-up and Hyper-Growth Sales and Business Consultation.
- Expertise in AI, SaaS, UCaaS, CCaaS, PaaS, IaaS, Telecommunications, Cloud Technologies, Data Center, Cyber Security Mechanical Trades, Construction, Affiliate, Influencer, and Partnership Marketing.
- Financial Analyst and Investor Consultations for SaaS, AI, UCaaS, CCaaS, and Marketing.

IMPACT.COM

2021 – 2022

Global Director of Revenue and Sales Enablement

- Led Enablement for Sales Managers, BDR team members, Customer Experience, and Growth teams in the US, UK, EMEA, and APAC in Affiliate, Influencer, and Partnership Marketing.
- Streamlined sales processes with MEDDPIC and CPQ in Salesforce.
- Established effective GTM motions for Channel Management and Sales Partnership efforts. OKRs & KPIs.
- Optimized sales enablement by integrating Seismic with CMS, enhancing content accessibility and seller effectiveness.
- Built and led a team of 15 direct reports globally.

PROFESSIONAL EXPERIENCE - Continued

8X8

2018 – 2021

Global Director of Channel & Partner Sales, Operations & Enablement

- Built a net new Global Channel, Partner Sales and Enablement Program while leading a team of 5 direct reports globally.
- Led global channel and partner sales enablement program, applying international sales expertise to drive growth.
- Transitioned sales motion from 20% to 80% channel and partner-led.
- Strategic Channel Management.

PATH FACTORY (FORMERLY LOOKBOOK HQ)

2017 – 2018

Director of Sales & Revenue Enablement

- Established the first Sales Enablement/Excellence department and designed a Channel optimization program.
- Grew SaaS license revenue to over 130% of target with an additional \$11M YoY.
- Developed and launched a scalable sales training and onboarding program to support hyper-growth
- Implemented sales technology and analytics tools to optimize forecasting, pipeline, and sales productivity.

ORACLE MARKETING CLOUD

2015 – 2017

SR Manager Sales Enablement

- Led new employee onboarding and managed role-specific continued learning programs.
- Played an instrumental role in contributing to revenue expansion, growing from \$100M to over \$130M.
- Delivered quarterly business reviews and global SKO enablement.
- Designed and led a post-acquisition integration program that unified processes, training, and tools across 5 newly acquired companies to accelerate revenue and growth.

COSENTRY -ACQUIRED BY TIERPOINT

2015 – 2015

Head of Learning, Enablement and Operations

- Designed and deployed the first Sales Enablement/Excellence department accelerating sales success and win rate by more than 80%, increasing partner-led sales by 20%.
- Successfully developed a comprehensive sales playbook, optimized the tech stack, and led the rollout of Salesforce (SFDC) with MEDDPICC.

GETZSCHMAN CORP

2010 – 2015

Sales Development Leader and Consultant

- Sales Methodology Innovation: Designed and implemented a customized sales methodology tailored to HVAC
- Launched a new sales methodology and strategic vendor partnerships program while managing sales for B2B and B2C.
- Developed 2 new vendor partner relationships contributing to 53% of new net sales growth.

MCI/VERIZON BUSINESS

2005 – 2009

SR Strategic Specialist

- Rolled out Solution Selling methodology post-merger, coached and led over 100 Account Executives, trained Channel, Partner, VAR sellers and performed Technical, Product, and Engineer Training.

TDS - TELEPHONE AND DATA SYSTEMS

2001 – 2005

SR Sales Manager

- Launched a new CLEC service territory and growth in the US.
- Built a program to collaborate with Agents and VARs for additional revenue.
- Achieved successful territory expansion and over 75% YoY growth in CLEC business - achieving Presidents Club status.

DAKOTA SERVICES LTD/ @LINK NETWORKS

1999 – 2001

Sales Lead and Manager, Strategic Markets

- Successfully expanded territory into the entire Ameritech region of the US.
- Achieved Presidents Club status.

EDUCATION & CERTIFICATIONS

Bachelor of Arts, Communication, North Central University, MN

SALES METHODOLOGIES & PROCESS EXPERTISE

★ Solution Selling | ★ Value Selling | ★ Outcome Based Selling | ★ Miller Heiman | ★ Spin Selling | ★ Challenger Sales
★ Triangle Selling | ★ Consultative Selling | ★ Sandler Sales | ★ Force Management | ★ Customer-Centric Selling
★ AI-Powered Sales Enablement | ★ MEDDIC – MEDDPICC | ★ Adult Learning Principles