

Randal J. Hujar

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C/VP Level Business Operations, Sales Operations and Business Development | Sales, Marketing and E-Commerce Leader | Successful Entrepreneur

A recognized innovator in building direct, online, and retail networks that maximize sales while protecting pricing and gross margin, and bridging traditional and social mediums

Expertise

Business and Marketing Strategies / Rebranding / Innovative Marketing and Sales / Corporate Sales Channel Creation / Online Sales Reseller Network Development / Direct Sales Lead Generation Program Development / Software as a Service (SaaS) / Pricing Models / Telesales & Telemarketing Organization Development / Mergers & Acquisitions / Negotiations & Contracts / Market Research / Business Restructuring / Product Launch Strategies / Product Branding / Team Building & Leadership / Professional Seminar Development / Public Speaking / E-Commerce Program Development / Lead Generation Campaigns / Multimillion-dollar Fundraising

Profile

Professional Snapshot — A catalyst for change and growth, a true competitor who thrives on dominating a market, and being on top. Unstoppable, I have shown the ability to make the worst products successful in the market. Now I want to bring exceptional products to the world. A recognized company and product evangelist who knows how to excite a crowd, serving as featured speaker along such luminaries as Bill Gates.

- Built and sold three start-ups, has taken a company thru public offering and successfully turned several organizations from severe losses to profitability
- Turnaround specialist. Rebuilt once dominant but bankrupt CE/business application firm from ground-up using re-branding, acquisition and new sales operations moving market share from 3% to 20% in just 14 months
- Served successfully as Channel Sales Manager and Market Strategist for more than 25 client companies, selling directly to major retailers such as Walmart, Best Buy, Staples, Home Depot, Amazon, and QVC and corporate sales/VARs such as CDW, PC Connection, and SHI.
- Created many B2B and B2C corporate sales, telesales, and a lead generation organizations and channels that resulted in high-velocity sales and market share gains
- Launched SaaS University, the industry's best source of hard data on the SaaS Industry, SaaS business model and SaaS sales compensation and best practices. Industry consultant and speaker on SaaS channel sales, pricing, sales compensation and best practices.
- Negotiated and executed mergers, company acquisitions, and strategic alliances to add corporate value and rapidly accelerate revenues at IBM, Hewlett-Packard, Ashton-Tate, Lotus, Stromberg, Enteractive and Katerra Corporation

Highlights

- ❑ Achieved a historic new consumer product launch selling 30,000 units in the first 90 days, surpassing prior top new start-up launches of GoPro, Fitbit, and Nest, *one of the most successful new consumer product launches from a new company and new brand* [FINSix]

- Launched with top retailers at 1,500 US locations, with 2,500 more planning to carry product in-store within first six months, for a total of 4,000+. Product featured in major retailers including Staples, Office Depot, Brookstone, InMotion, MicroCenter, B&H, and Fry's Electronics.
 - Built an online sales reseller network including major retailers such as Amazon and BestBuy to maximize sales while maintaining MAP price protection for in-store CE channel.
 - Created corporate and VAR sales channel leveraging corporate resellers (SHI, PC Connection) and created direct sales lead generation program to convert corporate sales opportunities.
 - Redesigned company website and shopping cart to enhance pre- and post-sales offers and maximize close rates using Direct, SEO, PPC and optimized social media marketing.
 - Developed distribution and sales operations infrastructure. Contracted 3PL warehouse and shipping facilities and established procedures for direct and online product shipments. Setup order processing, billing and support operations and procedures.
- **Led turnaround from pre-bankruptcy to 20% market share, up from 3% and huge losses, after long holding market lead with 95%, and grew revenues from below \$500K to \$6.5M in revenue in 14 months [Stromberg]**
- Grew organization from 4 to 55 employees, including hiring a new executive management team.
 - Modernized offering through the acquisition of a company with state-of-the-art products.
 - Built B2B corporate sales, telesales and telemarketing organizations based on customer-centric sales model to achieve aggressive sales and market share goals rapidly.
 - Created e-commerce, marketing and lead generation campaigns to reach and convert new buyers
 - Named to the Central Florida Technology Fast 50 list and ranked as 7th fastest growing company overall, 2nd fastest growing software company on Central Florida's Fast 50 list.
 - Company purchased by a division of HR Block, currently owned by Kronos-Stromberg Corp.
- **Transformed the \$60M IBM Productivity Software Division product line from last place in the industry (16th) to 3rd in revenue share, and turned extreme losses to profit**
- Identified, negotiated and acquired company with more innovative technology and superior development engineering resources.
 - Rebranded and modernized marketing, developed new advertising campaign, new product packaging with improved graphics and messaging.
 - Established strategic relationships with industry influencers.
 - Grew revenues 67% from \$60M to over \$100M.
 - Dramatically reduced headcount and operational redundancies and lowered operating costs 80% from \$50M to \$10M which returned product line to high profitability.
- **Co-founded an edutainment software company, leading from start-up to merger and successful public offering, and launched 14 award-winning consumer products over 3 years [LYRIQ/ENTERACTIVE]**
- Became first to market with software for standardized testing (Princeton Review); casual gaming (NY Times crosswords); and Interactive Golf with real golf stick (Picture Perfect Golf).
 - Built distribution/retail network with 10,000+ in-store retail locations worldwide.
 - Created a lean organization that created products at 10-15% the cost of competitors.
 - Company acquired by Enteractive for 4X sales and 20X original investment.
 - Post-acquisition successfully took company through public offering.

- Spun off USWeb Inc., the first national website and enterprise software development company, and ran East Coast Division.
- **Rejuvenated corporate brand and rebuilt service delivery operation, leading to tripling both revenue and profit** [Softletter/SaaS University]
 - Recognized as the industry's best source of hard data and up-to-date information for the SaaS business model, Cloud applications, Cloud infrastructure (IaaS) and Cloud Application Development Platforms (PaaS).
 - Co-developed and published ten major SaaS industry research reports upgrading content and graphics depicting trends and analysis.
 - Co-developed quarterly SaaS University seminars around the U.S., each with 100-300 attendees, featuring top SaaS industry speakers and trainers and serving as featured speaker.
 - Worked with client SaaS companies as a consultant helping re-energize and rebuild sales and marketing organizations, improve marketing and lead generation programs, setup CRM systems using industry best practices and restructure sales compensation systems.
- **Co-founded entertainment software and hardware company and led from idea to acquisition after generating \$1.1M in pre-beta revenue** [Miacomet/Katerra]
 - Created a comprehensive business plan, marketing plan, and 5-Year financial model.
 - Raised \$4M in seed capital and \$12M in growth capital; grew the company to 30 full-time employees/20 contractors with operations in the US and manufacturing in China.
 - Created the Real Feel brand for the Force-Feedback Sports Peripherals product line which was voted Best of Show at the 2000 Electronic Entertainment Expo (E3).
 - Increased shareholder value by creating a spinoff company, Katerra Corporation, incorporating all Internet-related intellectual property, and a world-class development organization to build the industry's first technology platform for creating massive multi-user 3D Internet applications.
 - Katerra accounts included Disney, Electronics Arts, Microsoft, Lucas Arts and Ubisoft.

Career History

GlobaTrac LLC 2017 – Present
Leading manufacturer of luggage and property tracking technology and products. Re-wrote business plan and developed go to market sales and marketing strategies for next generation of tracking products. Created company financial analysis, P&L and operating budget and plans. (Consulting Assignment/Pre-funding).
EVP Sales & Marketing and Operations

FINsix Corporation 2015 – 2017
Start-up founded by a team of MIT EE graduates that developed patents for high-frequency electronics that reduce the size and increase the efficiency of power conversion devices. First product "Dart" is world's smallest laptop adapter. Channel Sources client – took a position to accelerate building retail sales network; launch the new product line.
Director of Sales and Sales Operations

Channel Sources 2010 – 2015
The largest independent Consumer Electronics Software & Hardware Sales and Distribution company with over \$1 billion in sales for customer products in past 15 years. The direct sales organization is selling to top 100+ brick & mortar and Internet retailers in US and Canada for clients ranging from Fortune 500's to start-ups.
Chief Operating Officer & Sales Operations

Softletter/SaaS University 2003 – 2010
Editor and VP of Sales and Marketing Operations

- Created Miacomet entertainment hardware & software, and Katerra, online multiplayer user development platform for MPG's, group collaboration, and e-commerce

Additional Experience

President and EVP of Sales and Marketing — Stromberg, Inc.

Co-Founder / President — LYRIQ International Software

- Nearly tripled Hewlett-Packard Canadian region sales from \$11M to \$30M in 12 months
 - Top salesperson in local territories with \$30.1M single-year sales record

Education

B.S., Finance and Marketing- Dean's List with Honors
University of Santa Clara, California

Pre-graduate work in International Law and Business
The University of Vienna, Austria

Publications

- Softletter: SaaS and Euro-SaaS Report
- Softletter: SaaS Marketing Report
- Softletter: SaaS Telesales Compensation and Efficiency Report
- Softletter: SaaS Direct Sales Compensations and Efficiency Report
- Softletter: Software Industry Financial Handbook
- Softletter: SaaS Escrow Report
- Softletter: SaaS Lead Generation Management and Conversion to Sales Report.
- Lyriq Group: Understanding and Marketing to the Small/Home Office Market
- Editor/Contributor: *The Product Marketing Handbook for Software*, 5th Ed. and *SaaS Entrepreneur: The Definitive Guide to Succeeding in Your Cloud Application Business* primary author
Merrill Chapman

Other Notable

Languages — Fluent in Spanish, partial French and German.

Technical Proficiencies — Implementation and use of Salesforce, Pardot, Marketo, Hubspot, Domo, Wordpress websites, Magento store, ZenDesk support software, MS Office, Adobe Creative Suite, Visio, Google Docs, Photoshop, MailChimp, Google Analytics, Agile, ACT, and more.