

Sanjay Rubio

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SUMMARY

Vice President of Sales with 15 years of enterprise software experience and more than 8 years leading **consultative sales** organizations serving state and **local government**, education, and **healthcare** customers. Guides complex ERP, cloud, professional services, and consulting pursuits from territory planning through negotiation and close. Builds executive relationships, customer references, partner ecosystems, and disciplined pipeline practices that support predictable revenue execution. Recruits, coaches, and develops account leaders through clear standards, opportunity reviews, forecast governance, and career progression. Coordinates presales, value advisory, marketing, services, product, and partner resources across complex pursuits. Brings practical knowledge of public sector procurement, **government contracting vehicles**, customer retention, and regional revenue ownership.

EXPERIENCE

Vice President, Public Sector Sales

January 2022 - Present

Nexora Enterprise Systems

Arlington, VA

Lead regional **enterprise software sales** across state, local government, education, and healthcare accounts. Own territory strategy, revenue execution, **executive relationships**, partner motions, talent development, and complex cloud and ERP pursuits.

- Directed regional account teams across cloud and ERP pursuits, aligning priorities with annual revenue objectives.
- Established quarterly **territory planning** and forecast governance, giving executives clearer visibility into regional revenue performance.
- Coached account executives through discovery, procurement strategy, negotiation, and closing across complex **public sector** opportunities.
- Sponsored **customer references** around realized platform value, strengthening executive confidence during enterprise solution evaluations.
- Coordinated presales, services, **marketing**, product, and partners around integrated pursuit plans and account priorities.
- Recruited and developed sales leaders, creating clearer performance standards and succession planning practices.

Regional Sales Director, Government and Education

January 2018 - December 2021

Crescent Peak Software

Reston, VA

Directed consultative **enterprise software sales** across government and education accounts, combining territory discipline, **public sector procurement** knowledge, partner strategy, and coaching for complex ERP and cloud opportunities.

- Directed government and **education territory strategy** across ERP, cloud, analytics, and services opportunities.
- Structured procurement plans around contracting vehicles, stakeholder approvals, and realistic close paths for **public sector** buyers.
- Aligned systems integrators and software partners around joint account objectives and coordinated value propositions.
- Led recurring pipeline reviews that exposed deal risks, resource needs, and next actions for field teams.
- Coached account executives on executive engagement, negotiation, competitive positioning, and opportunity qualification.
- Strengthened **account reviews** through documented forecasts, improving leadership confidence in pursuit health and timing.

Sales Manager, Public Sector

January 2014 - December 2017

BlueHarbor Business Applications

Baltimore, MD

Managed public sector sales teams pursuing enterprise business applications and consulting services. Shaped territory plans, forecast practices, complex proposals, negotiations, and seller development across **competitive team selling** environments.

- Managed sellers pursuing enterprise applications and consulting services across **public sector** buying groups.
- Built territory plans balancing new logo pursuits, customer expansion, **retention**, and partner supported opportunities.
- Standardized opportunity reviews around customer need, procurement stage, competition, executive access, and close criteria.
- Partnered with solution consultants and services leaders on proposals tied to operational and financial requirements.
- Supported negotiations involving procurement rules, contracting vehicles, implementation scope, commercial terms, and stakeholder approvals.
- Mentored developing sellers on account planning, discovery, pipeline hygiene, and executive communication.

Senior Enterprise Account Executive

January 2011 - December 2013

Meridian ERP Solutions

Philadelphia, PA

Owned complex ERP and business software opportunities across government, education, and regulated service organizations. Connected executive priorities with enterprise applications, **professional services**, procurement planning, and cross functional pursuit resources.

- Owned complex ERP opportunities across government, **education**, and regulated service organizations.
- Built multiyear account plans connecting executive priorities with enterprise application and services solutions.
- Managed RFP responses, contracting vehicles, demonstrations, procurement reviews, negotiations, and implementation planning.
- Maintained documented qualification, stakeholder mapping, competitive analysis, and procurement milestones for accurate forecasts.
- Expanded existing accounts by identifying adjacent needs and coordinating specialists around relevant solution proposals.
- Developed **customer references** from successful deployments, supporting later executive conversations with peer outcomes.

Enterprise Account Executive

September 2006 - December 2010

HarborPoint Technology Group

Richmond, VA

Sold business software and technology services through consultative discovery, structured account planning, CRM discipline, and coordinated specialist support for midmarket and public sector customers.

- Sold business software and technology services through consultative discovery and structured account planning.
- Built qualified pipelines by mapping priorities, decision makers, procurement paths, and competitive alternatives.
- Coordinated technical specialists and services consultants for demonstrations, proposals, and implementation scoping.
- Learned **public sector** purchasing through RFP responses, contract reviews, and partner supported opportunities.
- Maintained CRM records and forecast updates using customer commitments, approval stages, and documented next steps.
- Developed durable relationships that supported renewals, **customer references**, and expansion opportunities.

PROJECTS

- Regional Public Sector Revenue Program 📅 2024
- Directed a regional sales operating program combining territory planning, pipeline inspection, executive deal reviews, partner co selling, and customer reference development for public sector growth.
- Government ERP Partner Pursuit 📅 2021
- Coordinated account executives, systems integrators, presales, services, and procurement stakeholders around a complex ERP pursuit with shared account strategy.

LEADERSHIP & AWARDS

- Executive Sponsor, Public Sector Sales Mentoring Council, supporting seller growth and practical career progression.
- Partner Advisory Leadership Forum, shaping joint account strategy and stronger enterprise ecosystem relationships.
- Regional Revenue Leadership Recognition, acknowledged for disciplined pipeline management and executive customer engagement.

EDUCATION

Bachelor of Science in Business Administration

Virginia Commonwealth University GPA: 3.5

2006

Richmond, VA

Coursework: Sales management, business strategy, finance, organizational behavior

CERTIFICATIONS

- Enterprise Sales Leadership Certificate 📅 2024
- Public Sector Procurement Certificate 📅 2023

TECHNICAL SKILLS

- **Enterprise Software:** ERP, cloud solutions, enterprise applications
- **Public Sector Sales:** SLED+H sales, government sales, education sales
- **Sales Management:** Account leadership, quota management, team selling
- **Territory Planning:** Account assignments, regional strategy, territory reviews
- **Pipeline Management:** Pipeline inspection, opportunity reviews, qualification
- **Forecasting:** Forecast governance, forecast accuracy, revenue planning
- **Procurement:** Public sector procurement, RFPs, procurement reviews
- **Government Contracting:** Contracting vehicles, contract reviews, public purchasing
- **Partner Ecosystems:** Partner co selling, systems integrators, software partners
- **Opportunity Management:** Opportunity prioritization, deal reviews, close planning
- **Executive Engagement:** Executive relationships, customer references, sponsorship
- **Consultative Selling:** Discovery, solution positioning, value propositions
- **Negotiation:** Commercial terms, stakeholder approvals, enterprise negotiations

- **Professional Services:** Consulting engagements, implementation planning, services scope
- **Talent Development:** Recruiting, coaching, career progression, succession planning

SKILLS

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|--------------------|---------------------------|-----------------------|------------------------|
| • SLED+H Sales | • Territory Planning | • Partner Co Selling | • Talent Development |
| • ERP Sales | • Pipeline Management | • Account Strategy | • Revenue Leadership |
| • Cloud Solutions | • Forecast Accuracy | • Negotiation | • Consultative Selling |
| • Sales Management | • Executive Relationships | • Customer References | |

PROFESSIONAL AFFILIATIONS

- Public Sector Sales Mentoring Council, executive sponsor for coaching and talent development.
- Partner Advisory Leadership Forum, contributor to ecosystem strategy and coordinated customer pursuits.

LANGUAGES

- English (Native)
- Spanish (Proficient)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST