

JAMES KROEKER

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PROFESSIONAL PROFILE

Spent 11 years working in SaaS enterprise software as a commercial leader for both startups and acquired companies, advancing to VP level. Led the new market expansion of three products into Europe with proven success and developed significant knowledge of go to market strategy, operational software infrastructure, and understanding of the PE/VC industry.

I am currently completing an Executive MBA Program at London Business School and my next role will incorporate sales, analytics, and strategic planning. My goal is a manager/director position within growth or sales operations.

AREAS OF EXPERTISE

- Communication
- Commercial Strategy Development
- Entrepreneurial
- Analytical Thinking
- Sales Enablement
- Stakeholder Management
- Negotiation
- Consultative Selling
- Cross-Functional Collaboration
- Presentations and Demos

EXPERIENCE

2021 to 2023: Vice President EMEA Sales, Cobalt a FactSet Company, London UK

Cobalt is a leading provider of portfolio monitoring and benchmarking data to the Private Equity and Venture Capital industries. Cobalt, an integral part of its parent company, FactSet, is an enterprise-level software tool built for Private Equity CFOs to manage their portfolio data and investor reporting.

Selected Achievements:

- Hired, as first resource in Europe, to lead Cobalt's go-to-market sales effort in EMEA. Prepared region based commercial roll-out of the Cobalt product from scratch. Closed first client in DACH market.
- Built pipeline of over \$1m through outbound communication, travelled to visit prospects across EMEA, and hosted thought leadership events in London and Stockholm.
- Managed FactSet business development resources (team of 5) for various outbound campaigns and coordinated multi-product sales with local FactSet reps in London, Germany, Netherlands, France, Hong Kong, and UAE.
- Created marketing materials including email content, industry blogs, and conference recaps. Content was deployed across 5 sales regions.
- Quantified quarterly territory sales plans for group CEO based on total addressable market, ideal customer profiles, current pipeline, and product roadmap.

2020 to 2021: Vice President of Business Development, Untap, London UK

Untap offers a software solution dedicated to Private Capital Markets that incorporates financial results, operating KPIs, ESG measurements, and value creation in one single integrated platform.

Selected Achievements:

- Created and executed an outbound lead generation strategy. The process included creation of persona-based messaging via cold outreach and my industry relationships.
- Presented quarterly sales forecasts and updates to Untap's board of directors.

2018 to 2020: Head of Operations and Business Development, EMEA, Altvia, London, UK

A Salesforce.com partner and a provider for Private Capital Markets, Altvia enables the successful raising and deploying of capital, manages the full lifecycle of investor relations, delivers business intelligence, ensures

compliance, and provides a trusted and transparent experience to stakeholders. I was selected by the Group CEO as the first UK-based employee to establish a local presence in the EMEA region, operate with a very high degree of discretion and autonomy, and grow the business prior to a lucrative sale, which I did.

Selected Achievements:

- Established the EMEA HQ, Altvia's first satellite office, sourcing facilities, staff, IT, and outsourced professional support.
- Accelerated Altvia's visible regional commitment and grew its client base by 66% (more than 25 companies) in Switzerland, Austria, Germany, the UK, and first client in Israel.
- Achieved expansion without significant financial investment by the US HQ, innovating cost-effective solutions with a high ROI and maximizing impact of relationship-building and marketing.
- Represented Altvia at numerous trade shows and exhibitions across EMEA, generating from cold start relationship leading to profitable sales.
- Designed processes needed to keep the Colorado HQ informed of EMEA's performance remotely and autonomously, also proved useful in preserving management post-COVID.
- Delivered a strategy to grow market share despite arrival in EMEA of a new competitor with vastly more resources, sustaining growth and remaining profitable.
- Contributed to profitable disposal of the business, via success of EMEA, bequeathing a footprint to new owners as a springboard for transformative business growth.

2015 to 2018: Account Executive, Altvia, Denver, USA

- Exceeded a sales target of \$600k in news sales for three consecutive years.
- Overcame obstacle of Altvia being market's most expensive solution, convincing clients through carefully designed and persuasively presented evidence of superior results.
- Created an international market, winning clients in the UK (seven), Germany, and Austria, visiting clients and prospects frequently and building a knowledge of British and European business.
- Managed a business development team of 2 to assist with outbound campaigns and support in early sales pipeline activities.
- Added more than 15 client prospects per year through conferences, professional service contracts, and relationships with existing clients.

2013 to 2014: Customer Services Consultant and Inside Sales Representative, Altvia, Denver, USA

- Mastered Salesforce.com reporting and data structure while part of client facing helpdesk.
- Ran data migrations, configured UI layouts, and installed third party API tools within clients Salesforce.com orgs.
- Led sales demos for company, burnishing presentation skills.

2011 to 2013: Founder and CEO, The Alpine Source, Denver, USA

Created an app-based ride-sharing business to capitalize on Colorado's alpine skiing industry. Starting with a web-based portal, I migrated the business to smartphones, and invented innovative solutions to the critical mass needed to provide this service, solving both operational and technical challenges.

The Alpine Source was founded to create a sharing economy around car travel from the front range of Colorado to its mountain resorts. The Alpine Source predated Uber's launch outside of major US markets and was positioned as a green and cost-effective alternative for drivers and passengers looking to carpool on Colorado's I-70 corridor.

EDUCATION

2024 Reading for Executive MBA, **London Business School**

2006 Bachelor of Arts (BA), Economics, **Colorado College** (GPA 3:2, equivalent to UK Upper Second-Class Honours).

2023 London Business School, Impact Consulting Club, Finalist – *Bain & Company Impactathon*

2017-2020 Sandler Sales Foundations and Sandler Sales Mastery

2020 General Assembly: Data Analytics

Language: A1 Spanish, Basic German