

Andy Shober

TechCXO Partner - Denver



CONTACT DETAILS

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RELEVANT EXPERIENCE

Andy Shober is a sales and commercial leader with a 25-year track record of achieving extraordinary results for software and technology services providers, ranging from startups to Fortune 50 companies. Among his career highlights are the following:

GE Digital

- Launched Predix Commercial SWAT Team for new industrial analytics platform, including 7 lines of business in APAC, Europe and North America regions.
- Led upgrade assessment and execution on 22 person sales team, along with pipeline analysis and development of 2017 GTM plan.

Merchant Customer Exchange - Chief Sales Officer

- Working with the Board of Directors, sold initial investment round of \$39 million and exclusivity commitments to retailers with combined annual revenues in excess of \$1.2 trillion for mobile shopping startup. Designed and oversaw ecosystem development for processing, payments and value added services partners.

Bottomline Technologies - Vice President

- Turned around the Enterprise Accounts group selling payments management software solutions to F500 accounts and global banks. Launched and led sales of new products for electronic invoice presentment / payment and accounts payable automation.

Unidel Technologies - Chief Financial Officer

- Led \$1.5 million capital raise to commercialize technology and go to market for PC technology company

Whole Health Center - Owner

- Multi-modal health and wellness business

EDUCATION

University of Colorado - M.S. in Finance

University of Colorado - B.S. in Business,
Mineral Land Management

PERSONAL STATEMENT

I support clients in all facets of sales strategy and leadership including forecast and pipeline management, competitive positioning, market development and demand generation. My greatest impact has been in strategy development and client facing execution of transformations, where my ability to drop into a business seamlessly enabled rapid and compelling results.

PRACTICE FOCUS

TechCXO has assisted more than 750 technology companies to build value, enter new markets, increase sales and improve margins. Andy accelerates value in the following areas:

STRATEGY

- Business Planning
- Competitive Assessment
- Customer Experience Strategy (CX)
- Digital Transformation
- Investment Due Diligence
- Messaging Assessment
- Pricing Strategy
- Product/Service Market Fit & Mapping

CUSTOMER EXPERIENCE

- Buyer Persona & Messaging Assessment
- Customer Experience (CX) Map
- Customer Buying Process
- Sales Messaging

ANALYTICS & INSIGHT

- Enterprise Dashboard & KPI Development
- Sales Analytics
- Pipeline Health Check & Analytics
- Forecast Management
- Customized Analytics Programs

SALES ENABLEMENT

- Lead Generation & Nurture
- Leadership & Coaching
- Product/Service Launch Plan
- Sales Process Assessment
- Sales Territory Assessment & Planning
- Talent Compensation Review
- Recruiting & Onboarding
- Win-Loss Analysis

SPECIALTY AREAS

Andy is one of TechCXO's subject-matter experts in the establishment of go-to-market strategies and plans, as well as comprehensive business development and sales leadership and support for both startups and enterprises.

SECTOR EXPERIENCE

INDUSTRIAL INTERNET OF THINGS

MOBILE COMMECE

RETAIL

FINANCIAL SERVICES

SOFTWARE

- Application Software
- Automation/Workflow
- Big Data
- Business/Productivity Software
- Database Software
- SaaS
- Vertical Market Software