

# Ken Powell

Partner - Revenue Growth; Interim & Fractional CRO, CSO



**cxo**partners

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## RELEVANT EXPERIENCE

Ken develops revenue strategies and leverages modern technologies to drive growth, improve visibility, and optimize pipeline performance. His proven approach delivers results for PE-backed, VC-backed, and multinational companies.

**Managing Partner, The k2 Group** - Providing strategic and hands-on sales, go-to-market, and operational advisory, coaching & interim or fractional CxO services to fast-growth technology companies.

**Vice President & GM, Honeywell** - Oversaw Global Software, IoT, SaaS in the Energy, Process & Industrial sectors and as the CRO, achieved 127% revenue growth and 102% operating income plan.

**Group Vice President, Oracle** - Led Sales & Strategy for North America Strategic/Key Accounts and steered the company's vision and growth in the region, achieving 170% net new revenue and 141% of plan.

**Head of Global Sales, Halliburton** - Led Landmark Software & Services as CRO and demonstrated acumen for global sales and strategy, achieving 133% revenue growth, 63% increase in recurring revenue, and a pipeline-to-close ratio of 2.35:1.

**President & GM, Micro Focus** - Directed North America GTM, Sales, Marketing & Operations and achieved 145% growth and expanded into new markets, resulting in a 53% increase in recurring revenue.

**Senior Vice President & GM, SAP** - Oversaw Sales for North America Global Accounts & FSI and showcased talent in fostering client relationships, new market expansion and driving sales, achieving 159% attainment of the annual target and 139% revenue growth.

## PERSONAL STATEMENT

I collaborate closely with Boards, CEOs, CROs, CSOs, and frontline sales professionals to deliver transformative solutions in B2B sales. My services include interim or fractional Chief Revenue Officer (CRO) and Chief Sales Officer (CSO) roles, as well as expertise in sales education, training, and coaching. I excel at delivering actionable sales strategies, providing operational insights, and implementing execution plans that drive revenue growth, sales effectiveness, and deepen customer engagement.

I am passionate about leadership and inspiring excellence. As a 10-year CEO of public and venture-backed companies, I have a track record of building and leading high-performing teams that elevate businesses to market leadership. My approach challenges conventional thinking by simplifying complex challenges into clear, executable strategies that drive market dominance. I leverage top-tier talent and foster a culture of innovation to consistently deliver results that exceed expectations.

## PRACTICE FOCUS

### REVENUE GROWTH

- Growth Strategy
- Business Model
- Key Accounts
- Go-to-Market Planning
- Product Market Fit
- Sales Distribution & Coverage
- Target Marketing

### SALES

- Global Field Sales Excellence
- Account Based Marketing & Sales
- C-suite Engagement
- Key Account Planning & Management
- Complex Deal Pursuit
- Pipeline Forecast Management
- Sales Methodology
- Sales Compensation
- Sales Process Design
- Sales Talent, Skills & Gaps
- Strategic Alliances & Channel Sales

## SECTOR EXPERIENCE

### INFORMATION TECHNOLOGY - SOFTWARE

- SaaS, IaaS, PaaS, IoT, Mobile, Cloud & On-premise
- Software Related Services

### INFORMATION TECHNOLOGY - HARDWARE

- Computers, Parts & Peripherals
- Electronic Equipment & Instruments

### COMMERCIAL SERVICES (B2B)

- BPO/Outsourcing Services
- Logistics & Supply Chain
- Media and Information Services
- Financial Services

### COMMERCIAL PRODUCTS (B2B)

- Process & Discrete Mfg

### MISC. BUSINESS PRODUCTS & SERVICES

- Energy / Oil & Gas
- Industrial / Heavy Equipment

## EDUCATION

**Boston University** - Bachelor's degree in Mechanical Engineering