



KEN POWELL

OPERATING PARTNER, REVENUE GROWTH
AND SALES EXCELLENCE | INTERIM CRO



RELEVANT EXPERIENCE

Founder, Raise the Bar. Step Up. salesmethod.com. Advises CEOs and CxOs on revenue growth and go-to-market. Delivers keynotes, 26 workshops, seven training camps, and coaching engagements.

CEO and President, four software companies

Turned around three, one of them public, from losses to profit. Two acquired by strategic buyers. Founded a SaaS company and sold it to a public software business.

Vice President and GM, Honeywell. Led global sales for Connected Industrial, a \$330M business: bookings at 102% of plan, up 22% year over year.

Group Vice President, Oracle. Over two tours, built the playbook for the top Fortune 500 strategic accounts and more than doubled net-new revenue.

Head of Global Sales, Halliburton. Grew Landmark's global software business from roughly \$500M to \$800M, with a 63% increase in recurring revenue. Brought SaaS to oil & gas.

Senior Vice President, McAfee. Ran North American sales, a \$500M business.

President, North America, Micro Focus. Directed go-to-market, sales, marketing, and operations. Grew the business 145%, with a 53% increase in recurring revenue.

Senior Vice President and GM, SAP. Grew Global Accounts past \$1B, ahead of plan and at a higher profit rate than the company. 159% of annual target.

EDUCATION

Boston University - Bachelor's degree in Mechanical Engineering

Mays Business School, Texas A&M - continuing education

AUTHOR

Raise the Bar. Step Up. series: The Habits of Great Sales Athletes; Own the Account; Own the Room (early 2027)

PERSONAL STATEMENT

I work with CEOs, boards, and C-suite teams on how their company grows revenue: the growth plan, the go-to-market model, and the B2B sales organization that has to make the number this year and the years after. I founded the Sales Excellence Practice, Raise the Bar. Step Up. I built its methodology, Sales MethodSM, in the field and documented it in a three-book series. My practice educates sellers and sales leaders on the game of sales, trains them individually and as a team, and coaches them one on one until the disciplines become habits. When a company needs an operator, I step in as interim CRO.

I have carried a number at every level, from a territory at Apple to global sales organizations at SAP, Oracle, Halliburton, McAfee, and Honeywell, and I have run four software companies as CEO or President. I also advised on M&A as a managing director at a middle-market investment bank. I have reported to PE sponsors and boards, and I know what they look for in a revenue plan.

PRACTICE FOCUS

Revenue Growth and Go-To-Market

- Growth Strategy and Revenue Plan
- Go-to-market model and sales coverage
- Sales organization design and talent
- Sales compensation
- Pipeline management and forecast accuracy
- Key account growth and share of wallet
- GTM due diligence for PE and M&A
- Interim CRO

Sales Excellence (SALES METHODSM)

- The Why4SM and Modern BANTSM
- Call Planning and Strategic Pursuit Planning
- The Joint Execution Plan and the Why4 Stress Test
- Strategic Account Planning and the Planks of ExcellenceSM
- Keynotes, workshops, and training camps
- One-on-one and team coaching for sellers and sales leaders
- Sales Excellence Diagnostic

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