

# William Sitch

San Francisco Bay Area, CA · (707) 292-3669 · [william@sitch.org](mailto:william@sitch.org) · <http://william.sitch.org/>

Customer-centric sales and business development leader with a track record of delivering company changing results. 15 years of people manager/director experience, 13 years leading B2B hardware, software, SaaS, and services sales teams, 11 years exceeding quota, 8 years leading global teams spanning EMEA, AMER, and APAC, 5 years owning P&L responsibility.

My leadership style is based on trust, 1:1 coaching, strategic planning, and the power of action. I have a growth mindset, an entrepreneurial spirit, and a life-long love of learning.

## PROFESSIONAL EXPERIENCE

### **National Instruments**

Santa Clara, CA

#### **Regional Sales Manager, SF Bay Area and Pacific NW**

Jan 2019 - present

Team leader of account managers and field application engineers covering Facebook, Apple, Amazon, Microsoft, Google, Tesla, SpaceX, Blue Origin, Boeing, NASA, and others.

- Led team to 21% YoY sales growth in 2019, including 52% YoY increase in ACV for software and professional services; awarded 2019 President's Club "Americas Sales MVP" and Exceptional ranking on the Sales Performance Bonus program
- Drove 170%+ YoY sales growth in 2020 at an enterprise transportation account by leading an organizational-wide response to their Linux software requirements
- Grew all-new logo/group pipeline by \$5.1M and added 2,500+ new contacts through an innovative BU-sponsored prospecting challenge (sales enablement) program in 2020
- Led first enterprise-level resident engineer and other professional service engagements

### **Go Faster! Coaching**

SF Bay Area, CA

#### **Founder and Lead Developer**

Feb 2018 - present

Founder and lead developer of an athletic coaching service providing complex data analysis and prescriptive training assignments to triathletes, runners, cyclists, and swimmers.

Full-stack developer of cloud-based application software based on web-, storage-, and message-triggered microservices leveraging third-party APIs, integrating authentication and identity management, SQL and noSQL databases, cloud storage, task queues, MMS messaging, and associated modern software development practices.

Experience with cloud platform tools, software development, testing, and deployment. Technologies include Python, Node.js, Dart/Flutter, Vue, HTML and CSS/SCSS, UI design, asynchronous task management, SQL query design, database design, data cleansing, database performance optimization, data analytics and logging.

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## **Keysight Technologies** **Director of Industry and Solutions Marketing**

Santa Rosa, CA  
Dec 2017 – Sep 2018

Hired and led five globally distributed thought-leadership and content marketing teams responsible for driving demand generation in 5G, Automotive & Energy, Internet of Things, Datacenters & Infrastructure, and Network Visibility and Security. Reported to CMO.

- Increased MQLs by 11.5% (and increased MQL value by 15%) through a new web presence, new marcom, and tradeshow activities developed by my team

## **Keysight Technologies** **Global Business Development Manager, Network Access**

Santa Rosa, CA  
Mar 2016 – Dec 2017

Managed EMEAI, AMER, APAC, and GC teams of BDMS, application engineers, and marketing managers responsible for a \$230M 5G wireless communications business. Drove strategic planning function. Responsible for customer success with complex solutions.

- Increased 2017 orders by 7.5% YoY with a new multi-touch customer engagement strategy and a new virtual demo go-to-market strategy for product launches

## **Keysight Technologies** **Business Development Manager, Digital and Photonic Test**

Santa Rosa, CA  
May 2012 – Jun 2016

Managed a cross-functional team of BDMS and application engineers responsible for a \$70M high-speed digital business. Technical contributor. Owned key customer relationships.

- Increased 2015 sales by 45% YoY with an industry-leading new product launch
- Increased 2014 sales by 25% YoY with a new customer engagement strategy
- Improved solution capability with new measurement science software I wrote

## **Centellax** **Vice President of Sales**

Santa Rosa, CA  
Aug 2011 – May 2012

Led global sales, support, and service teams, reporting to CEO. Managed a multi-channel go-to-market strategy including direct sales in the US and China, more than 20 manufacturers' representatives, and distributors.

- Divested Centellax T&M business to Keysight Technologies in 2012 at a significant multiple of sales. Presented to buyers as part of the four-person executive team.
- Carried (and exceeded) the largest quota on the sales team

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## **Centellax** **Director of Test Solutions**

Santa Rosa, CA  
Aug 2009 – Aug 2011

Conceived and led the development of a new software product that transformed our business model and more than doubled our hardware-only ASPs. I secured the internal funding, managed project financials, validated the concept with key customers, managed the product development, and designed our go-to-market strategy for the product launch.

## **Centellax** **Director of Sales**

Santa Rosa, CA  
Mar 2005 – Aug 2009

Hired, developed, and directed inside sales and field sales teams. Hired, trained, and managed manufacturers' reps and distributors. Developed marketing strategy, including website, marcom, and advertising. Administered Salesforce, e-commerce website, marketing automation, ERP and BI dashboards, and other sales and marketing tools.

## **Centellax** **Application and Design Engineer**

Santa Rosa, CA  
Apr 2002 – Apr 2005

Provided application support across three lines of business. Developed product-related marcom material: datasheets, technology primers, application notes, and advertisements. Designed and implemented Centellax website.

## **Nortel Networks** **Engineering Assistant, Design Assistant, and Design Engineer**

Ottawa, ON, Canada  
Sep 1998 – Mar 2002

Design Engineer (2000-2001). Modeling, design, and test of electronic packages.  
Design Assistant (1999). Performed feasibility studies and designed tuning structures.  
Engineering Assistant (1998-1999). Production prime for microelectronic components.

## **Carleton University** **Sessional Lecturer, Autonomous Mobile Robotics**

Ottawa, ON, Canada  
Sep 1999 – May 2001

Taught and supervised two fourth-year engineering classes with 18 students per year. Acquired funding, built curriculum, designed labs, and assisted students in building small mobile autonomous robots playing capture the flag and tag.

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## EDUCATION

<b>University of California – Davis</b> <b>Master of Business Administration (MBA)</b> General management. 3.9 GPA.	Davis, CA Sep 2009 – May 2011
<b>Carleton University</b> <b>Master of Applied Science (MS)</b> Electrical engineering. 3.83 GPA.	Ottawa, ON, Canada Sep 1999 – Feb 2002
<b>Carleton University</b> <b>Bachelor of Engineering (BS)</b>	Ottawa, ON, Canada Sep 1995 – May 1999

## REFERENCES

“[William] always took on extra responsibilities to get the job done. [... He] kept the company afloat with a superhuman sales results. I would joke that "Will not only got the low hanging fruit, he clear-cut the orchard.”, Jeff Meyer, Chief Technical Officer.

“Will is a high energy individual who combines pragmatism, business focus, commitment to perfection and leadership. [... He] has a great talent to remove confusion from complex situations”, Jean-Manuel Dassonville, Marketing Manager.

“William excels [... at] mentoring his sales people [, ...] finding & winning large opportunities [, and] prospecting new business”, Ajit Gokhale, Executive Vice President.

“Will is a driven organizational leader who collaborates across functions to get things done. [... He] is analytical, thinks outside the box, and is willing to truly dive in and execute while rallying his team.”, Norma Dorst, Sr. Director Global Field Marketing.

“What I appreciated most was that he was continuously pushing me out of my comfort zone to pursue new customers in new ways, which resulted in double digit sales growth and growth for me personally as a seller.”, Peter Taliaferro, Account Manager.

“Will is a strategic sales leader with a passion for developing his team and working cross-functionally to grow business. I appreciate Will's ability to pull people together across the organization”, Paul Sweat, Director of Business Development.

“Through William's leadership, the impact [of a sales enablement program] was immediate in increasing account knowledge, deepening relationships with customer, and growing the overall pipeline.”, Jeff Meisel, Americas Field Marketing Director.