



Vikram Mercer

Chief Revenue Officer

Revenue leader with 12 years of experience who launched 10 cross-departmental collaboration initiatives across sales, marketing, product, engineering, and finance teams, compressing sales cycles at every career stage. Prepared and approved annual departmental expenditures totaling \$2.56M while directing sales accounting that reconciled \$16.3M in booked revenue each quarter.

CONTACT INFORMATION

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EDUCATION

MBA
University of Delaware, Newark, DE
2012 - 2014

BS in Marketing
Penn State University, University Park,
PA 2008 - 2012

KEY SKILLS

- Salesforce
- ZoomInfo
- Microsoft Excel
- Revenue Forecasting
- B2B Sales Strategy
- Cross-Functional Alignment
- Sales Cycle Analysis
- KPI Reporting
- Account Management
- Budget Planning

PROFESSIONAL EXPERIENCE

Chief Revenue Officer | 2021 - Present

Appoquinimink Creek Commerce Group, Middletown, DE

- Launched 6 cross-departmental collaboration initiatives between sales, marketing, product, and customer success, reducing average sales cycle length from 107 to 74 days.
- Raised the company-wide client satisfaction score from 86.3 to 93.8 by restructuring post-sale handoff procedures and scheduling quarterly business reviews with top 40 accounts.
- Conferred with prospective enterprise customers on equipment configurations, advising procurement teams on specifications that shortened evaluation periods by 11 days on average.
- Prepared and approved annual departmental expenditures totaling \$2.56M, reallocating \$163,700 from underperforming channels to high-conversion programs mid-year.

VP of Sales | 2017 - 2021

Leipsic River Industrial Partners, Dover, DE

- Built joint proposal workflows with engineering and finance teams for complex enterprise deals.
- Improved client satisfaction score from 87.4 to 94.1 over 18 months by introducing a tiered support model and monthly account-health check-ins tracked in Salesforce.
- Directed sales accounting and record-keeping for 3 regional offices, reconciling \$16.3M in booked revenue against shipping records each quarter.
- Coordinated receiving and shipping schedules with the logistics team, reducing order fulfillment delays from 9.3 days to 5.7 days for priority accounts.

Regional Sales Manager | 2014 - 2017

Christina River Equipment Co., Newark, DE

- Shortened average sales cycle length from 118 to 94 days by standardizing discovery questionnaires and demo scheduling across 3 territories.
- Achieved a client satisfaction score of 91.7 across 68 active accounts by conducting on-site equipment assessments within 72 hours of each inquiry.
- Advised customers on equipment selection for 127 purchase decisions per year, matching product specifications to operational requirements using Microsoft Excel models.