



Colin Boateng

VP OF SALES

B2B sales leader with 7 years of experience managing SDR teams, pipeline reviews, and pricing strategy across multi-account portfolios. Maintained a customer retention rate of 92.3% across 117 B2B accounts by monitoring purchasing preferences quarterly and adjusting renewal pricing schedules. Skilled in Salesforce, ZoomInfo, and channel partner enablement.

CONTACT INFORMATION



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KEY SKILLS

- Salesforce
- ZoomInfo
- B2B Sales Strategy
- Forecasting and Pipeline Reviews
- Pricing and Discount Management
- Channel Partner Enablement
- Microsoft Excel
- Sales Training Design
- KPI Reporting
- Account Retention Planning

PROFESSIONAL EXPERIENCE

VP of Sales | Naugatuck Ridge Solutions Group, Torrington, CT | 2023 – Present

- Raised the SDR-to-AE conversion rate from 39.3% to 40.2% within 9 months by redesigning lead-scoring rubrics and adding structured role-play sessions for 8 SDRs.
- Maintained a customer retention rate of 92.3% across 117 B2B accounts by monitoring purchasing preferences quarterly and adjusting renewal pricing schedules.
- Improved the team win rate from 39.4% to 40.3% over 4 quarters by instituting deal-review checkpoints at the discovery and proposal stages.
- Determined seasonal discount rate structures for 3 product tiers, protecting gross margin within \$1.25M of annual contract value.

Director of Sales | Housatonic Valley Commerce Partners, New Milford, CT | 2021 – 2023

- Grew the SDR-to-AE conversion rate from 39.2% to 39.7% in 6 months by building a 4-week onboarding playbook and pairing new SDRs with top-performing AEs.
- Retained 88.8% of the existing customer base year over year by tracking account health scores in Salesforce and flagging at-risk renewals 60 days before expiration.
- Advised 12 channel distributors on updated pricing policies and operating procedures, reducing order-processing errors by 37 per quarter.
- Led weekly pipeline reviews for a 14-person sales organization, keeping average win rate at 39.9% against a target of 39.8%.

Sales Manager | Farmington Creek Industrial LLC, Bristol, CT | 2019 – 2021

- Monitored customer purchase trends across 87 accounts to reallocate territory focus, lifting win rate from 39.6% to 40.1% in 10 months.
- Achieved a customer retention rate of 86.7% during the first full fiscal year by scheduling quarterly business reviews with the top 30 accounts.
- Coordinated discount approvals on deals above \$7,150, ensuring pricing compliance across 4 product categories.

EDUCATION

BS (Bachelor of Science) Marketing

University of Connecticut, Storrs, CT | 2015 – 2019