

D|B

# DENNIS BRANCH

ACCOMPLISHED LEADER - SaaS, Telecommunications



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Houston, TX



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## SKILLS

- B2B, B2C, Direct Sales
- Budgeting, P&L
- Business Development
- Distribution / Logistics
- Enterprise
- Go-To-Market Strategy
- Improving Efficiency
- IoT, M2M, SaaS
- Leadership
- Negotiation
- Recruiting
- Retail / Sales
- Startups
- Technology
- Telecommunications

## EDUCATION

### BACHELOR OF SCIENCE

Business Admin, Management  
University of North Carolina at  
Chapel Hill  
1998 - 2001

## PROFESSIONAL PROFILE

On the job market due to an acquisition occurring in Q1 2018 and on a quest to join a culture that is lean, growing and able to leverage my connections, expertise, and experience to scale their offering to the mass market. Accomplished SaaS and Telecommunications Leader with over 15 years of experience in turning around multiple high-volume markets and teams, gaining market share and scaling revenues by leading from the front.

## EXPERIENCE

### VICE PRESIDENT OF SALES & BUSINESS DEVELOPMENT

Smart Retail / San Jose, CA / Jan. 2014 - Present

Recruited to boost sales revenue in multiple channels after company endured multiple setbacks post their second round of funding.

- Launched two strategic partnerships, in the first 12 months, with our OEM division, that added additional revenues of \$1.7M in 2015 and grew that revenue by 33% each year since launch.
- Recruited and led new sales team to successfully re-brand and market our product line across the United States, Europe, and Latin America which generated an additional \$3.2M in revenue annually and 110% over attainment goals within the first year.
- Secured contracts with Lululemon, Tiffany & Co., Walmart China & US, and Walt Disney World Resorts within first 11 months of being retained. Generating revenues of \$2.5M+ annually and recognized as MVP of 2015/16.

### REGIONAL GENERAL MANAGER

Clearwire, Inc. [Acquired by Sprint] / Las Vegas, NV / Dec. 2008 - Sept. 2013

Recruited to help lead Clearwire's multi-billion dollar launch of the first 4G Network in the nation. Led 250+ internal employees across multiple states overseeing B2B / B2C, Indirect, Retail and Third Party Labor with full P&L responsibility.

- Earned 5 promotions in 5 years by leading record growth in 4 of the top 10 markets.
- Awarded highest honors after launching markets with record-setting growth - on average producing over 300% to quota in the first year of launch.
- Drove substantial cost cutting and process improvement efforts; reduced subscriber acquisition costs from \$450 to \$200 per customer and slashed operating expenses per subscriber by 60%.
- Recognized with the leadership award for a cultural turnaround, instituting 360 feedback, overhauling leadership style, and producing multiple President's Council winners annually.

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## TEHNIICAL SKILLS

- Apple Expert
- Big Data / Data Analytics
- Microsoft Office Suite
- Salesforce CRM Manager
- SEO / SEM
- Statistical Analysis
- Wordpress

## PERSONAL SKILLS

- Critical Thinking
- Dependable
- Diplomatic
- Passion
- Visionary

## HONORS

### 40 Under 40 Award

Houston Business Journal  
01/2015

### Board of Directors MVP Award

Smart Retail  
2015, 2016

### President's Council

Clearwire, Inc.  
2011, 2012, 2013

## EXPERIENCE [Continued]

### MANAGING DIRECTOR

Branch-Allen Cadillac GMC / Pascagoula, MS / Mar. 2007 – Dec. 2008

Post Hurricane Katrina – took the lead of our family business to secure the competitive market share in the automotive sector.

- Awarded the prestigious 2007 Dealer of the Year Award by General Motors for superlative performance in sales, service and customer satisfaction excellence.
- Introduced marketing software, Cobalt, within the service department that improved revenues to \$100K / month - a 55% increase from prior months.
- Revamped online presence with focus on internet leads which generated a new channel that resulted in 25% more vehicles per month being sold.

### RETAIL STORE MANAGER

Verizon Wireless / Biloxi, MS / Jun. 2004 – Mar. 2007

Tapped by regional leaders to assist in launching the newly formed wireless brand, Verizon Wireless, across the Southern Gulf Region.

- Achieved record results including 200+ activations per week, 150% greater than region's average.
- Awarded top honors for consistently producing 100% audit compliance scores in both front of house and back of house operations.
- Presented Verizon's Highest Honor in Achievement for the South Area for the years 2005 and 2006.

### INDIRECT SALES MANAGER

Sprint PCS / Biloxi, MS / Mar. 2001 – May 2004

Recruited to build a strong network of local and national indirect distribution points along the Southern Gulf Coast.

- Exploded growth upon launch and exceeded the first-year target by 175%.
- Within the first year doubled territory to over 100 established distribution points.
- Recognized with Gross Activations of the Year Award and Revenue of the Year Award.