Melissa Grant

VP OF SALES

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Skills

Sales Strategy • Sales Forecasting
Pipeline Management • Salesforce
HubSpot • Business Development
Sales Compensation • Negotiation
Presentation Skills
Executive Presence

Summary

VP of sales with 13 years in B2B payments and software sales, now leading a 70-person sales organization at a $140M payments company. Owns sales strategy, forecasting and compensation design, moved the team from HubSpot to Salesforce, and has grown new bookings 52% since 2022.

Experience

VP of Sales 01/2022 - Present

Front Range Payment Systems Denver, CO

Payment processing and point-of-sale software for restaurants and retailers.

- Oversee **70** sellers and 6 directors across SMB, mid-market, enterprise and partner channels.
- Grew annual new bookings from $23M to $35M since 2022 while lowering customer acquisition cost 18%.
- Directed the HubSpot to Salesforce migration and new pipeline management rules for 70 users in 5 months.
- Redesigned sales compensation plans, raising the share of reps at quota from 54% to 71%.

Sales Director 04/2016 - 12/2021

Mile High Software Denver, CO

Scheduling and staffing software for multi-location businesses.

- Led 4 sales managers and 30 reps, growing company revenue from $18M to $41M.
- Launched a business development team of 6 that booked 900 first meetings a year for account executives.
- Negotiated reseller agreements with 3 national trade associations, opening 12,000 member businesses to sales.

Regional Sales Manager 06/2013 - 03/2016

Rocky Mountain Merchant Services Denver, CO

Merchant payment services for small and mid-sized businesses.

- Managed 9 outside reps in Colorado and Utah, finishing at 117% of plan in 2015.
- Presented pricing proposals to 50+ multi-location merchants a year in Microsoft PowerPoint.
- Recruited 5 reps from competing processors, 4 of whom beat quota in their first year.

Education

Master of Business Administration 06/2013

University of Denver Denver, CO

Business Administration