

# KIMBERLY M. TOSTI

SALES | MARKETING | REVENUE ENABLEMENT

[Kimberly.tosti@gmail.com](mailto:Kimberly.tosti@gmail.com) | 435.513.1648 | [LinkedIn.com/in/kimberlytosti](https://www.linkedin.com/in/kimberlytosti) | Salt Lake City, UT

2023 Corporate Pursuit  
of Growth Award

2018 Marketing  
"Best In Class" Award

2016 BDR  
Gold Medalist

2015 Pipeline Leader  
Award

Data-oriented sales, marketing, and enablement leader who specializes in establishing and optimizing teams in a B2B SaaS Environment. Proven track record of revitalizing low-performing teams through aligning vision, training/facilitation, messaging, and enablement initiatives. Additional strengths in performance management, demand generation, recruitment, and business intelligence.

---

## SKILLS

---

**TECH:** Outreach.io | Gong Engage | ChatGPT | Copy.AI | Marketo | Salesforce | Zoominfo | Domo | PowerBI | Bridge LMS | Qooper Mentorship

### STRATEGIC LEADERSHIP

Leading Hybrid & Remote Teams  
Forecasting | Business Intelligence  
GTM Strategy | Performance Mgmt  
Board & Executive Communication  
Succession Planning & Budget Mgmt

### ENABLEMENT

Onboarding & Continuous Learning  
Solution Briefs | Copywriting | RFP Support  
Workshop Facilitation & Instructional Design  
LMS Management | Asynchronous Learning  
Vendor Partnerships | Career Planning

### SALES & MARKETING

Outreach Sequence Management  
Demand Generation & Event Marketing  
Qualification/Routing & Sales Operations  
Sales Presentations & Marketing Webinars  
Sales Methodology & Analytics

---

## SELECTED ACHIEVEMENTS

---

- **Drove \$66 million in revenue** over 6 years through founding teams and functions to support sales goals.
- **Sustained annual growth of 10%-20%** through performance management & leveraging business intelligence.
- **Achieved a team ROI of 7x** through optimizing strategy & tech stack, improving results and reducing costs during division ramp.
- **Improved greenfield meeting booked rate by 60%** by refining cold calling methods, messaging, and marketing automation.
- **Recruited 30 new AEs in 2 months** through forming a team of 20 recruiters responsible for candidate sourcing & securing initial meetings.

---

## PROFESSIONAL EXPERIENCE

---

**FRANKLINCOVEY CO.** *Publicly traded B2B training company specializing in leadership, strategy execution, productivity, and sales skills.*

**Head of Business Development and Digital Marketing (Remote)** *Reporting to VP of Rev Ops and Global Enablement* **9/2021 – Present**

- Led a team of 24 SDRs, BDRs, and Inside Sales, driving **\$50 million in revenue over a 3-year period**, with an avg. deal size of \$23,000.
- Transformed an underperforming SDR team through comprehensive restructuring, talent acquisition, messaging refinement, KPI alignment, and implementing new technologies.
- Oversaw the cross-functional launch of specialized teams, including the introduction of a recruiter team in 2021 and the establishment of a "hunter" SMB Inside Sales Role in 2023.
- Overhauled new logo prospecting and AE handoff strategies, resulting in a **56% increase in meeting-to-opportunity conversion rates**.
- Took ownership of enablement initiatives, conducting regular work-sessions with direct reports and global teams, while also collaborating with recruitment and sales leaders to establish a high-potential training program.
- Demonstrated consistent excellence in KPIs and fostering individual performance growth, **maintaining 10-20% year-over-year KPI growth**, supported by data-driven business intelligence analysis to guide strategic decisions.

**Manager, Marketing and Business Development (Hybrid)** *Reporting to Sr. Dir Marketing Operations & Analytics* **7/2017 - 8/2021**

- Founded inbound SDR function and lead engagement strategy within corporate marketing, **improving MQL speed-to-lead time by 70%** by establishing lead-routing and triage parameters.
- Influenced over **\$16 million in closed revenue** by teeing up new partnerships with over **325 Net New Logo accounts**.
- Facilitated discovery calls & sales demos, tying client needs to solutions & creating proposal to share value with decision makers.
- Assumed management of external SDR team and strategy, **increasing ROI from 1.4x to 10x** in under 2 years through drip campaign optimization, developing a scalable qualification methodology, and facilitating regular training.
- Advised demand generation team on MQL scoring and Marketo drip campaigns based on inbound engagement trends.
- Drove early social media prospecting strategies, **attaining 15k LinkedIn followers** in 1 year through regular posts and blogs.

# KIMBERLY M. TOSTI

SALES | MARKETING | REVENUE ENABLEMENT

[Kimberly.tosti@gmail.com](mailto:Kimberly.tosti@gmail.com) | 435.513.1648 | [LinkedIn.com/in/kimberlytosti](https://www.linkedin.com/in/kimberlytosti) | Salt Lake City, UT

## Inside Sales & Client Success Representative - California (Remote) *Reporting to Managing Director of Sales* 9/2014 - 7/2017

- Spearheaded internal and external adoption efforts for new SaaS subscription-based go-to-market strategy, including positioning, client demos, and proposal creation, enabling team to drive **\$1.3 million in additional sales**.
- Managed post-sale client success process, including development of rules-of-engagement with newly established Client Success Manager role to drive expansion and services business in the territory.
- Provided prospecting, account management, and marketing support to a team of account executives.
- Oversaw in-person and online marketing event logistics. Facilitated client demos and facilitator training sessions, and prepared pricing proposals. Conducted market research and curated email drips and nurture campaigns.

## Marketing Manager, USA and Canada (In-Person) *Reporting to Chief Marketing Officer* 6/2010 – 8/2014

- Coordinated full-funnel marketing efforts including demand generation, live-events, tradeshow, print-campaigns, webcasts, and product marketing.
- Collaborated with internal team and vendors to develop and run product launches, gap closure strategies, and live/online global events.
- Owned prospecting strategy, founding a team of 40 contract researchers to acquire names with an **accuracy rate of 80%**, resulting in over **20% of registrants for three international tours**.
- Designed client-facing curriculum for annual “Facilitator Enhancement Days” to educate clients and promote new products and services.
- Acted as tech lead on marketing webcasts, managing back-end logistics, troubleshooting, and answering client sales questions.

---

## BOARD MEMBERSHIP

---

## Utah Chair, National Eucharistic Congress 6/2022 – Present

- Co-chair for the Utah chapter of a national organization with a 3-year mission to reengage and heal religious communities that were isolated during the Pandemic through Parish, Diocesan, and National initiatives.
- Oversaw planning and execution of a one-day, once-in-a-generation symposium-style event serving 10k+ participants.
- Managed 9 sub-committee leads and over 320 volunteers charged with executing on multiple deliverables including event logistics, PR, art and environment, keynote/talent management, development/fundraising, security, exhibitor/vendor management, youth protection, environmental design, and liturgical literacy.
- Coordinated a multi-channel event including morning program offering keynotes, a youth retreat, children's educational fun zone, and exhibitors, followed by a Mass serving 7,600 in-person and countless live-streamed participants.

## Executive Secretary & Marketing Consultant, MUNDI Project (Hybrid) Nonprofit. [Mundiproject.org](https://www.mundiproject.org) 3/2019 – 5/2023

- Executive board member for a non-profit organization that provides complimentary music equipment, education, performances, and performance opportunities to underserved members of the Utah community.
- Advised on marketing strategy, asset production, radio/mobile ads, and engagement strategy.
- Oversaw comprehensive organizational rebrand including redefining mission, vision, and values. Partnered with vendors to redesign website, logo, and brand story.

---

## EDUCATION

---

### Westminster University

Bachelor of Science, Psychology & Social Human Behavior, Music