

# Kenji Hyde

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## SKILLS

Partner Relationship Management  
Team Leadership  
Data Analysis

Business Development  
Contracts  
Sales negotiations

## EXPERIENCE

### Cradlepoint - Partner Account Manager

03/2021-11/2024

- Enabled partners through providing sales and technical training, pipeline reviews, end user engagement.
- Cultivated executive level engagement which led to Cradlepoint products becoming a standardized offering at new and existing partners.
- Annual attainment to quota 2021 139%, 2022 119%, 2023 125%.

### Backbase - Director of Business Development

10/2020-03/2021

- Managed the business development team for both North America and LATAM.
- Established, initiated, and optimized business development strategies based on company targets, product specifications, and market data.
- Q4 2020 100% sales accepted opp quota attainment.

### Cradlepoint - Sales Manager

11/2016-09/2020

- Managed a team of 13 sales reps.
- Compiled and analyzed data to determine approaches to improve sales performance.
- Coached team on buying cycles, target use cases, key contacts, consultative selling, prospecting, etc.
- Average yearly attainment from 2017-2020 was 108%. With the lowest annual attainment at 98%.
- 2019 first annual Cradlepoint club winner.

### SumTotal Systems - Enterprise Account Manager

06/2015-11/2016

- Responsible for relationship management, customer satisfaction, and success for named accounts in both the USA and Canada.
- Improved multiple customer's satisfaction. Lead them to sign multi-year renewals after they had already gone to competitive RFP or had no intention to renew when I took over the accounts.
- Key contact to facilitate renewals, upgrades, support escalations, technical calls, etc.

## **VividCortex - Sales Executive**

03/2015-06/2015

- Prospected for new customer accounts through trade shows, cold calling, etc.

## **Oracle Corporation - Strategic Account Manager**

07/2013-03/2015

- Managed MySQL software licensing efforts into strategic OEM accounts that covered a broad range of verticals such as technology, oil/gas, financial. Account list included IBM, Intuit, GE, Siemens, Halliburton, Fiserv, etc.
- Increased pipeline by over 400%.
- Worked with Oracle counterparts in legal, marketing, and sales engineering to increase MySQL adoption.

## **Webyog, Inc. - Sales Manager**

03/2012-03/2013

- Lead the global sales team.
- Handled partner and strategic relationships.
- Attained 110% of quota and increased profitability through effective sales strategy and business planning.
- Revenue attainment increased 50% YoY.

## **Oracle - Team Lead - MySQL OEM Sales**

01/2011-03/2012

- Assisted in the management of the MySQL Inside OEM sales team.
- Responsible for weekly team one on one forecasting/training calls.
- Directly trained team members through the complicated Oracle sales processes.
- Collaborated sales efforts in a territory that supported 4 outside sales executives.
- Worked closely with Oracle legal for customized agreements.
- FY2011 Q4 "Rookie of the Quarter". #1 Inside OEM sales rep for FY2012 Q1.

## **Oracle/Sun/MySQL - Technical Analyst**

10/2007-01/2011

- Built the frontline MySQL support team from the ground up.
- Developed all the policies, procedures and KPIs and kept updated documentation within our company portal.
- Lead the interviewing, hiring, and training of a globally distributed staff.
- Coordinated communications between sales, support, and customers.

## **EDUCATION**

### **Boise State University, Boise, Idaho**

*Bachelor of Arts - Communication*