

KORY WHITE

HEAD OF REVENUE • CHIEF REVENUE OFFICER • EXECUTIVE OPERATOR

Multi-Unit Retail & SaaS Operator • Recurring-Revenue & Subscription Economics • Full P&L Ownership • Retail Operations & Merchandising
Stevensville, MD • (443) 761-2012 • kory.white@crosyndicate.com • linkedin.com/in/korywhite • pulservops.com • theexecutivereview.org
Open to relocation nationwide • no contingencies • on-site, hybrid, or remote

OPERATOR FIRST • SPEED-TO-SOLVE EXECUTION

Monday problem. Friday fix. An executive who still operates: two decades in a high-velocity carrier market where a revenue emergency lands Monday and the rebuilt sales plan is live by Friday — diagnose the break, reset targets, comp, and cadence, and get the team back on number.

EXECUTIVE SUMMARY

Chief Revenue Officer, Head of Revenue, and hands-on operator with 23 years building and scaling recurring-revenue and multi-unit retail operations. As the youngest Regional President in company history, built a **\$200M+ revenue organization from zero** with full revenue authority and P&L — 225 people, 25 retail stores, 25+ territories, an \$84M+ compensation budget, \$6M+ annual net profit — then drove it to **#1 nationally with back-to-back 112% quota attainment**. Now fractional Chief Revenue Officer to growth-stage and private-equity-backed companies through Pulse Rev-Ops LLC and CRO Syndicate. Named to the **“Top 100 Private Growth Executives”** (TheExecutiveReview.org, 2026). Started out selling phones at a mall kiosk. Fluent across the full SaaS metric stack — ARR, MRR, NRR, GRR, CAC, LTV, expansion, churn — focused on revenue architecture, go-to-market playbooks, and pricing and margin optimization. One operating pattern: invent in-market, prove it with unit economics, pitch it up the chain, watch it roll out company-wide. Not a committee member — the operator who built what the committee adopted.

CAREER HIGHLIGHTS

- **\$0 → \$200M+ revenue operation built and run from a greenfield market** — B2B, B2C, inside, outside, call-center, and event channels across 25+ territories.
- **CEO-nominated over 10 internal candidates** — became the youngest Regional President in company history and the market's Head of Revenue, then delivered the #1 national ranking on back-to-back 112% quota.
- **\$20M+ new annual revenue line invented** — created a first-of-its-kind Value-Added Rebate division from manufacturer and vendor partnerships, added to P&L with zero incremental headcount.
- **Subscription launch scaled to the company's #3 MRR driver** — conceived Tech Protect zero-to-one; churn reduced 29%, NRR +20% through fee and pricing architecture.
- **Invented the mobile-showroom events channel — scaled to 40 markets** — a net-new event-based revenue channel selling direct at trade shows, state fairs, and community events. Ran a 12-month pilot in my own territory, proved the unit economics, and had carrier and vendor co-op funding cover event costs — making them nearly all profit at \$150K–\$2M annual revenue per market.
- **\$100M+ inventory cleared at zero incremental cost** — incentive redesign inside an \$84M+ compensation budget; no markdowns, no promotions, adopted company-wide.
- **AI-native revenue executive — architected AI-enabled GTM systems and built pulservops.com** — 2,000+ hours directing Claude Code to ship production GTM tooling, revenue dashboards, branded Sales Revenue Engine demos, and commercial web properties. A revenue executive who architects the tooling, not just approves the budget.

Key projects — Cellular Sales: New Revenue Line Launch (Tech Protect — #3 MRR Driver) • VAR / Rebate Program Creation (\$20M+/yr) • Event Channel Development (40 Markets) • Incentive Comp Redesign (\$100M+ Inventory Cleared) • Outbound SMS Revenue Motion (Statflo) • B2B Team Build (TAM 15%→30%) • Fee & Pricing Architecture (NRR +20%) • CX Turnaround (NPS +32%, #1 Nationally) • Hiring-to-Revenue Playbook (5,000+ Hires) • Forecast & Pipeline System (±10%, #1 Pipeline)

PROFESSIONAL EXPERIENCE

Fractional Chief Revenue Officer — Pulse Rev-Ops LLC & CRO Syndicate (Partner)

Oct 2025 – Present

Annapolis / DC / Baltimore • remote & on-site — operator-led fractional revenue leadership for growth-stage and PE-backed organizations, B2B and B2C

- **Day-one revenue architecture & transformation:** ICP analysis, TAM sizing, pipeline architecture, demand generation, and conversion optimization — replacing founder-led selling with a VP-of-Sales-caliber revenue engine and forecast predictability within 10%.
- **Compensation, incentive & goal-setting design** for SaaS client organizations — OTE and pay-mix modeling, accelerators, SPIFs, and quotas tied to ARR, NRR, and expansion targets, grounded in an \$84M+ comp budget run at scale.
- **Operating model & leadership systems:** 30/60/90 plans, KPI scorecards, OKR goal setting, pipeline-review cadence, and board-level revenue reporting for revenue leaders.
- **Revenue intelligence architecture & stack standardization** — set the data and forecasting strategy across Salesforce, HubSpot, Gong, Outreach, Clari, and Power BI, eliminating 20+ manual hours per week and doubling qualified pipeline velocity.
- **Inflection-point engagements:** post-acquisition integration, leadership transitions, and stalled growth — executing side-by-side with management and leaving durable process, talent, and cadence behind.

Head of Revenue & Retail • Regional President — Cellular Sales

2010 – 2025

Independent authorized retailer of Verizon • Annapolis, MD / DMV — \$200M+ operation • \$84M+ comp budget • 225-person org • 25 retail stores • 25+ territories • full P&L operator

- **Full revenue decision authority for the market** — owned pricing and fee architecture, compensation and incentive design, hiring and org design, channel strategy, territory expansion, and vendor/manufacture partnerships, with full P&L accountability for a \$200M+ operation and an \$84M+ comp budget.
- **Built a recurring-revenue business against corporate-owned competition** — monthly service, expansion revenue, and churn economics from a standing start: no corporate marketing budget, no enterprise lead flow, no brand tailwind.

- **Full commercial executive and operator of record** — \$6M+ net profit annually, LTV/CAC optimization, and board-level investor reporting; operating-level advisor through the parent company's \$500M-to-\$3B scaling.
- **Scaled a 225-person organization from zero** — Enterprise, Mid-Market, and SMB teams via a Hiring-to-Revenue playbook: 5,000+ hires, 95%+ retention, ramp time cut 3x in 90 days.
- **Tripled recurring-revenue pipeline to #1 nationally** — +35% conversion using field-built GTM playbooks with C.L.A.S.S. Selling, Earn the Right, MEDDPICC, Challenger, Solution Selling, and Sandler; ACV \$6K-\$10.8K and 1,250-1,750 net-new customers per month across 5,000-7,000 closed transactions.
- **Built the outbound engine from nothing** — Statflo 1:1 SMS to the installed customer base plus a zero-to-one B2B creation team with inside and outside coverage and ICP-aligned segmentation; every product launch converted into an outbound revenue event.
- **Architected fee and pricing changes monetizing the highest-willingness-to-pay moment** — a mandatory \$35 service-activation fee with photo and media migration: NRR +20%, margin shortfall offset, a new high-margin recurring line, and zero added headcount.
- **Doubled TAM penetration from 15% to 30%** — directed direct, field, inside, outbound, ABM, channel, partner, call-center, and event sales across B2B and B2C.
- **Customer-experience turnaround ("Yes" Campaign)** — built into comp, coaching, and daily cadence: NPS +32%, 95%+ customer retention, churn -29%, #1 nationally.
- **Led 25-territory market-expansion strategy plus 3 market re-launches** — resource allocation, territory design, partner management, and go-live sequencing from market selection through full productivity.

Regional Digital Outlets Manager — Cellular Sales

2005 - 2010

Louisville, KY — Kentuckiana region

- **#1 national sales producer seven consecutive years** — seven-figure annual performance earning accelerated promotion to executive leadership.
- **Doubled market penetration across 20+ territories** — doubled headcount, revenue, and total market share in 16 months.

Digital Outlets Manager — Cellular Sales

2003 - 2005

Louisville, KY — Kentuckiana region

- **300% profitability turnaround** — transformed the region from average to #1-ranked through operational discipline and culture-first leadership; tripled active accounts 1,000 → 3,000 with 95%+ employee retention.

EDUCATION, CERTIFICATIONS & RECOGNITION

- **"Top 100 Private Growth Executives"** — Chief Revenue Officer, TheExecutiveReview.org (April 2026).
- **B.S. Business Marketing**, University of Louisville (2002).
- **Certifications:** C.L.A.S.S. Selling (Certified) · Earn the Right (Certified Practitioner) · MEDDPICC · Challenger · Solution Selling · Sandler · Power BI (advanced revenue intelligence) · Salesforce CRM (23 years — forecasting, pipeline governance & revenue architecture).

TARGET ROLES & CORE COMPETENCIES *entry → C-suite · each tier inherits every competency from the tiers before it*

Tier 1 — Director: Director of Sales · Senior Director of Sales · Director of Retail Operations · Director of Store Operations · Director of Operations · Director of Merchandising · Regional Director · National Sales Director | **Core competencies:** Quota & Goal Setting · Pipeline Management & Forecast Discipline (±10%) · Win-Rate Optimization · Ramp & Retention · Demand Generation · Multi-Channel (Direct / Inside / Outside / Partner) · Retail Merchandising & Inventory Management · Visual Merchandising · Planogram Compliance · Loss Prevention & Shrink Control · Retail Operations · Store Operations · SOP Development · Sales Coaching & Enablement · Territory Planning · Outbound Prospecting · Customer Experience / NPS · KPI Scorecards & Dashboards · Process Improvement · Leadership Development Plans · Salesforce · HubSpot · Gong · Outreach · Salesloft · ZoomInfo · C.L.A.S.S. Selling · Earn the Right · Challenger · Solution Selling · Sandler

Tier 2 — Head of: Head of Sales · Head of Revenue · Head of Growth · Head of Go-to-Market · Head of Retail · Head of Retail Operations · Head of Operations · Head of Merchandising · Head of Revenue Operations · Head of Sales Enablement · Head of Business Development | **Adds:** Compensation Plan Design · Incentive & SPIF Programs · OTE / Pay-Mix Modeling · Capacity Planning · TAM Analysis · PLG & ABM · RevOps Stack Implementation · Power BI · Clari · Snowflake · Braze · MEDDPICC · Business Development · Channel & Partner Programs · Hiring & Talent Acquisition · Customer Success & Retention · Unit Economics (LTV/CAC) · Category Management · Merchandise Planning & Allocation · Open-to-Buy (OTB) · Assortment & Product Mix Planning · Vendor Negotiation · Operations Management · Workforce & Labor Planning

Tier 3 — Vice President: VP of Sales · Vice President of Sales · VP of Revenue · VP of Growth · VP of Go-to-Market (GTM) · VP of Sales Operations · VP of Revenue Operations (RevOps) · VP of Sales Enablement · VP of Business Development · VP of Commercial Sales · VP of Channel & Partnerships · VP of Customer Success · VP of Retail · VP of Retail Operations · VP of Store Operations · VP of Operations · VP of Merchandising · Regional Vice President (RVP) · Area Vice President (AVP) | **Adds:** Revenue Architecture · Zero-to-One GTM · SaaS Land & Expand · Strategic Planning · AI-native GTM tooling (Claude Code) · Go-to-Market Strategy · Pricing & Packaging Strategy · Churn Reduction & NRR Growth · Vendor & Manufacturer Partnerships · Multi-Unit Retail Leadership · Multi-Unit Operator Leadership · Omnichannel Retail · Supply Chain & Inventory Optimization · Operating Model Design

Tier 4 — SVP / EVP / President: SVP of Sales · EVP of Sales · SVP of Operations · SVP of Retail · SVP of Merchandising · President of Sales · Regional President · Division President · General Manager (GM) · Managing Director | **Adds:** Full P&L (\$200M+) · Multi-Region Revenue Operations · Multi-Unit P&L Operations · Budget Ownership (\$84M+ Comp Budget) · Operating Budget & Cost Control · Organizational Design · Market Expansion & Launches · Merchandising Strategy

Tier 5 — C-Suite: Chief Revenue Officer (CRO) · Chief Sales Officer (CSO) · Chief Growth Officer (CGO) · Chief Commercial Officer (CCO) · Chief Operating Officer (COO) · Chief Merchandising Officer · Chief Customer Officer · Chief Business Officer | **Adds:** Board & Investor Reporting · Executive Team Leadership · Revenue Strategy · Corporate Strategy · Enterprise Value Growth · Business Transformation · Cross-Functional Alignment · Change Management & Turnarounds

Tier 6 — Fractional / Interim / PE: Fractional CRO · Fractional VP of Sales · Interim CRO · Interim VP of Sales · Revenue Advisor · GTM Advisor · Operating Partner (PE Portfolio) | **Adds:** PE Value Creation · Post-Acquisition Integration · 30/60/90 Transformation Plans · Leadership Transitions · Founder-Led-to-Scalable Sales · Interim Executive Leadership