

Donovan Goode

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13621 Heritage Farms Drive
Gainesville, Virginia 20155

SKILLS

- 28 years of sales and education experience
- Impressive verbal, written, and presentation skills
- Analytic and strategic sales approach
- Engaging and effective sales enablement and professional development
- Excellent sales team builder, coach, and leader
- Artist (*I'm no Picasso, but I can draw and paint a little*)

ACCOMPLISHMENTS

- Consistent quota attainment as sales executive and team leader
- Discovery Education STELLAR award – Top 5 Sales Manager
- President's Circle Award – Pearson Digital Learning
- K-12 Sales Star Award – Blackboard

PROFESSIONAL EXPERIENCE



Senior Director K12 December 2018 – June 2020

Designed and implemented companywide sales training during 2020 sales kickoff. Designed and implemented CSC assessment process for sales skills and career growth. While focused on coaching and development also led K12 sales team of SDR, RSM, and Enterprise reps to 18% YOY 2018-2019 growth. 2020 Q1 at 107% and Q2 at 136% attainment, exceeding 2019 FY total by Q2 2020.



Director, Enterprise Sales April 2017 – November 2018

Led sales team of 7 focused on the largest 300 school districts in 21 states including #1 revenue producing Account Executive FY2017. Team achieved 128% of FY2018 renewal/upsell goal. Responsible for all new, upsell, and recurring revenue in Enterprise market. Managed and exceeded \$6.7M team quota.



Director, Education Partnerships December 2014 – April 2017

Plan and execute strategic sales plans for Northeast region of US (8 states) with direct sales reports in the field, and leverage multiple teams throughout organization. As leader of the Northeast team, team achieved 134% of FY2014 goal, and 141% of FY2015 goal. Managed and exceeded \$3.1M team quota. Delivered sales training at annual sales meetings.

Manager, Education Partnerships April 2011 – December 2014

Strategic Account executive in various regions (OH, PA, VA, MD, DE, WV) during 3 years as IC. Consistently met and/or exceeded quota every year. Was ranked #4 of 63 individual contributors in 2014. Built relationships at every level of K-12 district partners from teacher leaders to Superintendents to board members.



PBS LearningMedia

Director of Marketing, PBS Education July 2008 - April 2011

Planned, prepared, and implemented national sales and marketing activities for PBS Education division (PBS Teachers, PBS TeacherLine, PBS LearningMedia). Supervised and managed staff in charge of sales, support, email, direct mail, and PR and conference presence. Leveraged PBS station relations to guide marketing activities of 47 member stations. Focused on analytic ROI and consistently increased brand recognition, national PD course enrollments, and revenue year over year.



Just ASK.

Publications & Professional Development

Business Development Manager, March 2007 - July 2008 (and 2002-2003)

Designed and implemented direct mail, email, and web marketing and sales strategies. Primary focus of company was school district sales with online B2C capabilities. Worked daily with VP of Sales and Marketing, and President of company to increase market penetration of professional development publications, and consulting services.

Pre-2007

Account Executive, Pearson Digital Learning 2005-2007

Account Executive, CompassLearning 2003-2005

K-12 Regional Sales Manager, Blackboard Inc. 2000-2002

Art/Graphics Teacher, Technology Lead Teacher, Manassas City Public Schools 1992-2000

EDUCATION

BFA, Art Education, 1992

Virginia Commonwealth University, Richmond, VA.