



Darrell Reising

Sales / Business Development Leadership
St. George, Utah

Putting a company vision on paper is one thing. Developing a solid go-to-market plan to realize your vision is where the rubber meets the road. Darrell Reising possesses a rare talent in his ability to quickly bridge the gap between strategic objectives and the development and implementation of the tactical plans needed to achieve company goals. With over 30 years of sales and business development leadership experience, Darrell has successfully led direct sales, channel sales and business development teams at both early stage and Fortune 100 companies, offering solutions regionally, nationally and globally, across multiple industry sectors.

Darrell's career in sales leadership began with **IBM**, where he established himself as one of IBM's top U.S. sales leaders, consistently winning numerous regional and national awards for his sales achievements. During his early sales career, he significantly grew IBM's Intermountain regional revenue by selling to some of Utah's largest companies, including Novell and Intermountain Health Care (IHC). In IBM, sales success led to sales leadership and for nearly fifteen years Darrell served in various executive sales management positions, such as the senior executive and location manager for the Spokane, Washington branch office. In Spokane, Darrell represented IBM community interests and led the sales, sales engineering and distribution partners in the Eastern Washington/Northern Idaho region. In Seattle, Darrell held the position of Pacific Northwest Regional Sales Manager, where his team was responsible for driving over \$100M of annual revenue by offering IBM's portfolio of technology solutions to many of the most influential companies in Washington, Oregon and Alaska.

After a successful 18-year career at IBM, Darrell turned his interest to early stage technology companies. At **Akonni Biosystems**, a Molecular Diagnostics start-up based in Frederick, Maryland, Darrell was their Sr. Director of Business Development and Sales Operations. With Akonni, he led company efforts in securing development relationships and business partnerships with the global leaders in pharmaceuticals and biotech robotics manufacturers. During his time at Akonni, he also developed and implemented the company's sales processes, while directing all aspects of the marketing team and sales force to bring Akonni's technology innovations to market.

Darrell was the Director of Worldwide Sales for **Geospiza, Inc.**, a developer of Laboratory Information Management System (LIMS) software used by genomics laboratories. While serving in this role he successfully led the company's enterprise sales efforts, signing several multi-year global agreements with companies and institutions throughout the world, including Eurofins MWG Operon (Germany), the UK Universities of Edinburgh, Cambridge, and Liverpool, Ontario Institute for Cancer Research (Canada), and the National Cancer Institute (U.S.). Darrell's deep enterprise level sales skills helped Geospiza acquire a record number of new clients, positioning Geospiza for a successful acquisition by PerkinElmer.

Darrell's impressive career also includes VP of Worldwide Sales at **PowerTech**, a global leader in security software where he led the company's sales/service organizations to record revenues and sustained profitability. At PowerTech, he successfully established the company's worldwide distribution network with country specific partners such as IBM Taiwan, Tango/04 (Spain), and numerous U.S. based partners.

Darrell has successfully led a number of direct and indirect sales and business development teams including Head of Global Business Development and Commercialization at **Intermountain Healthcare** (Healthcare services), Sr. Director, Enterprise Sales at **Media Partners Corporation** (Corp. training content), Head of Sales at **AnswerDash** (SaaS), Head of US Sales Operations at **ADInstruments** (Hardware/software), and North America Channel Sales Manager at **Onyx Software Corporation** (CRM).

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Executive Biography
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Darrell's deep leadership experience has spanned multiple industry segments, crossed continents, and has shaped teams at startup, early stage and established companies. He has successfully designed, developed, and deployed inside and field sales organizations, established global business alliances, formed strategic channel partnerships and implemented supporting sales/marketing automation tools, (i.e. Salesforce.com) for a variety of companies. With his extensive leadership background, Darrell brings proven approaches to meet the sales and business development objectives of any company.

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References



"Darrell's business development experience and sales leadership enabled our company to establish key wins and business relationships with the largest pharmaceutical and robotics companies in the world."

Kevin M. Banks, Ph.D.
Vice President, Strategic Development
Akonni Biosystems



"Darrell's deep enterprise level sales skills helped Geospiza grow vital product and services revenue for our flagship lab software system. These client installations and recurring revenue helped position Geospiza for a successful acquisition by PerkinElmer."

Rob Arnold, President
Geospiza, (a PerkinElmer Co)



"Darrell is an outstanding B2B sales and business development executive. He brings deep experience successfully building and leading the full spectrum of sales channels, along with having a rare mix of sales operations discipline, in-the-field mentoring and customer relationship skills. Darrell's ability to expertly transition strategic objectives into tactical actions separates him from other sales leaders I've worked with. I would highly recommend him as a sales or business development executive."

Ken Myer, General Manager
IBM, Northwest/Intermountain Region