

HIGH-IMPACT EXECUTIVE LEADERSHIP AND BUSINESS DEVELOPMENT

realizing sustainable revenue growth through visionary leadership, strategic alliances, and innovation



executive summary

Dynamic Executive with 25 years of proven success in driving revenue growth, fostering strategic partnerships and leading high-performing teams. Currently serving the nation's top accounting firms, leading a \$60M+ SaaS channel at Sage. Recognized for scaling a \$55M division to north of \$120M while building deep, enduring relationships with top partners. Driven leader of leaders and value creator, adept at managing national sales strategies and revitalizing go-to-market initiatives, while leading sales organizations of 100+ professionals to consistent double-digit year over year growth including top 1% sales performances. Accomplished collaborative motivator known for reviving underperforming teams and delivering innovative solutions that accelerate incremental growth.

Recognized Contributions:

CEO Leadership Award Winner – 2023

Leader of the Year – 2022 & 2021

Dare Greatly Award Winner – 2020

CEO Best of The Best Leadership Honors – 2019

CEO Sales Club – 2013, 2017, & 2019

".... The impact of Justin's team leadership and results are a big reason as to why our segment is green this year...." –Brennan Birkinbine, Group Leader - Intuit

".... Justin has a day one mindset, He thinks about the customer problem, how the company can help and takes extreme ownership to help codify best practices across the sales organization. He has emerged as a leader who is not only showing his sellers how to be successful but is helping other teams do the same...." –Sasan Goodarzi, CEO - Intuit

".... Justin is masterful in leading, managing and innovating the sales system. He is a go-to person for sales strategy, organizational planning, and test execution...." –Rick Medina, Director of Sales - Intuit



core expertise

Key Skills Digital Transformation Strategy | C-Suite Communication | Sales Operations & Business Intelligence
Strategic Alliance & Partnership Building | Budget Planning and Forecasting | Market Entrance
Contract Negotiation | Organizational Strategy | Sales Methodology | Channel Development

Leadership Organizational Engagement | Performance Improvement | Leadership Development | Project Leadership
Change Facilitation | Culture Building | Sales Coaching and Development | Cross Organizational Collaboration



professional employment history

DIRECTOR OF GROWTH – SAGE INTACCT ADVISORY

Sage Software, Inc.

2025 – Current

Recruited to lead growth and own the go-to-market strategy for Sage Intacct Advisory (SIA) – Sage's AICPA-endorsed accountant channel spanning \$60M+ ARR, 7,200+ clients, and 261 CPA firm partners, including 47 of the Top 100 U.S. accounting firms. Responsible for revenue performance, partner firm segmentation strategy, the division's multi-year growth architecture, and enablement execution across sales, partners, marketing, implementation, and support.

- Built and executed the FY26 growth strategy that reversed three years of flat client growth – grew ARR from \$51.1M to \$60M+ (+18%) and improved net client growth 10x (+314 vs. +31 prior year).
- Led root-cause churn analysis across the top 30 churning and downgrading firms and deployed a proactive early-intervention engagement model, cutting gross churn 20% (1,067 → 850) while executing a program-wide price increase that contributed \$5.2M in ARR.
- Built a bottom-up, partner-level financial model of 261 individual firm growth trajectories and authored the FY27 GTM plan and investment case (\$74.1M ARR target, +22.5%), securing executive funding for five growth initiatives.
- Led the go-to-market launch of vertical Industry Plans (Nonprofit, Family Office, Private Equity, Healthcare) – higher-value offerings purpose-built for the division's strongest vertical markets.

CHIEF PARTNERSHIPS OFFICER

Bēcon Inc.

2024 – 2025

Responsible for leading the execution of the Bēcon go-to-market strategy and the expansion of Bēcon's performance platform through value-added partnership with key lending institutions, private investors, corporations, and financial ecosystem partners.

- *Forged marketing alliance and co-selling partner agreement with Intuit QuickBooks and QuickBooks Live Services.*
- *Developed multi-channel value prop and go-to-market strategy resulting in pilot commitment of 1,000 customers.*

NATIONAL SALES LEADER – PARTNER SERVICES & STRATEGIC PARTNERSHIPS Intuit Inc.

2022 – 2024

Promoted to lead the National Sales Strategy for Accountant Services & Strategic Partnerships, overseeing a team of leaders leading consultants serving the top 2K accounting firms, including specialized focus on the top 100.

- *Developed refreshed account segmentation strategy, improving sales coverage for top 100 strategic firms by 40%; pivoted approach to inbound channel, lifting conversion by 8% and boosting daily prospecting appointments by 130%.*
- *Refreshed org-wide enterprise sales strategy focused on value-add insight delivery and strategic questioning methodology.*
- *Launched strategic partnership program and developed value add go-to-market approach resulting in 80% increase in top of funnel, 14% conversion rate improvement, and shortened conversion time from eight months to two.*



additional employment history

Sr. Leader Partner Development – Head of HCM and Platform Services | Intuit Inc. | 2019 – 2022

Outbound Sales Innovation Leader – Accountant Division | Intuit Inc. | 2017 – 2019

Partner Sales Leader – Accountant Division | Intuit Inc. | 2011 – 2017

Regional Sales Manager | Solenium Group Inc. | 2010 – 2011

Director of Business Development | Win-Win Strategies | 2009 – 2010

Director, E-Business and Content Solutions | eBay - WHI Solutions | 2006 – 2009

Regional Leader | Epicor Inc. | 1999 – 2006



education, professional development, and community

Education

- Bachelor of Business Administration Degree | Northwood University, Midland, MI
- Dual BBA - Marketing/Management | International Business
- Associate degree - Aftermarket Management
- NCAA - Football and Baseball Team | President - Alpha Chi Rho Fraternity

Professional Development

- Intuit Leadership Development Program – Founding Member and designer of program curriculum and infrastructure. This program has enabled multiple career mobility opportunities through leadership skills development. (2021-2024)
- Intuit Innovation Catalyst (2014-2024) – Handpicked by peers and executive leadership to serve on a global taskforce of 170 associates (out of 8,000) as internal ambassador to lead business innovation and customer engagement initiatives.
- We Care Give-Back Bold – Intuit | Selected among 250+ applicants to travel to India to deliver a charitable We Care Give-Back Bold program helping rural Indian business owners through business development leadership program.

Charitable Activities

- President & Founder, Whitney Manor LLC | Owner and administrator of charitable organization and housing project supporting adults recovering from addiction. (2005-2019)
- Imago Dei Middle School | School for underprivileged youth - Business Incubation Program Volunteer (2017-2024)



additional recognition and notables

- Perennial double-digit growth driver delivering top performing sales team growth YOY - Intuit
2024: 100% | 2023: 105% | 2022: 160% | 2021: 134% | 2020: 110% | 2019: 127% | 2018: 119%
2017: 297% | 2016: 150% | 2015: 120% | 2014: 113% | 2013: 115% | 2012: 113%
- 2014: Exceeded \$26M, resulting in 25% YOY team growth (113% of plan).
- 2013: Achieved all-time sales record at \$21M by improving human capital, sales process/technology efficiencies.
- 2012: Led top revenue-producing team to \$18.2M+ and improved customer satisfaction rating from 80 to 93%.
- 2010: Negotiated and won highly competitive RFP with tier 1 medical institution – Win-Win Strategies
- Achieved double-digit revenue growth in new data services 3+ years – eBay | 2009: 117% | 2008: 123% | 2007: 122%
- Ranked #1 for 18 consecutive fiscal quarters – company-wide record - Epicor | Gold Club: 2003 | 2002 | 2001
2004: 106% | 2003: 110% | 2002: 116% | 2001: 196%