

# Davis Thode

Revenue Leader | Relationship Builder | Player Coach

Nearly twenty years selling innovative products through new channels in emerging markets. I have sold interactive TV systems to **Hyatt Hotels**, commercial and industrial lighting to the FAA and **Wagner Equipment Co.**, cannabis GTM data tools to **Scotts**, **BIC**, and **Airgas**, enterprise compliance platforms to **Shield Compliance**, and custom market intelligence to financial institutions including **Stifel** and **Wells Fargo**. I build the process, develop talent, close deals, and delight customers.

## PROFESSIONAL EXPERIENCE

### ○ **Cannabiz Media // Emerald Intel**

Remote

Nov 2021 to Dec 2025

#### VP of Sales

- Built and scaled a **10-person GTM organization** supporting **\$4.5M** ARR. Forecasted within **+/-10%** quarterly through disciplined pipeline inspection.
- Drove team efficiency to **\$36K/rep/month**, **20%** over goal, while sustaining a **~40%** team wide demo to close rate.
- Redesigned sales workflows to cut average cycle length **from 22+ days to under 14**, maintaining **3 to 3.5x** pipeline coverage against quota math.
- Protected **\$2M+** in ARR while driving **20%** of new revenue through upsells and resubscriptions. Closed multi year enterprise API agreements worth **~12%** of total ARR.
- Advised hundreds of cannabis operators and ancillary companies on sales process, data utilization, and CRM implementation across **HubSpot**, **Salesforce**, **Pipedrive**, **Zoho**, and **Microsoft Dynamics**. The advisory relationships deepened client retention by **6%** and contributed to winning back accounts from competitors, a dynamic that factored into our eventual acquisition.

#### Director of Sales

Jan 2019 to Nov 2021

- Transitioned the org from founder led selling to process driven execution, **scaling revenue from \$1M+ to \$2.5M+** while remaining player coach on **\$1M+** in personal production.
- Set still standing company record of **\$128K** in a single month. Grew company wide average deal size **from ~\$4,200 to ~\$6,100**.
- Built land and expand and win back motions that drove **25%** of total revenue from existing and previously churned accounts.
- Led a migration from Freshsales to **HubSpot** which reduced admin burden, created shared pipeline visibility, and unified segmentation across sales, marketing, account management, and support.

#### Account Executive (*first sales hire*)

Nov 2017 to Jan 2019

- Built the company's first sales motion from zero, scaling revenue from **~\$400K to over \$1M** and leading the company in new sales in both 2018 and 2019.
- Designed the demo strategy through iteration, achieving a post demo close rate **exceeding 50%** while overproducing targets by **~33%** month over month.

### ○ **Flowhub**

Denver, CO

#### Account Executive

Feb 2017 to Jul 2017

- Sold POS and compliance software to licensed operators. Led end to end demos and guided customers through complex state level regulatory reporting requirements.
- Built pipeline from cold to close in a pre playbook market, adapting messaging for everyone from single location founders to multi state operators.

### ○ **ShineRetrofits.com**

Remote

Apr 2014 to Sep 2016

#### Account Executive

- Consistently exceeded quota generating **\$100K+** in monthly revenue selling commercial LED lighting solutions. Company recognized on the **Inc. 5000** during tenure.
- Managed accounts ranging from small commercial buyers to facility managers at the **FAA** and **Wagner Equipment Co.**, developing fluency in channel sales and manufacturer distributor economics.

### ○ **Klein & Company**

Golden, CO

#### Relocation Coordinator

Jul 2013 to Apr 2014

- Reviewed lease terms and coordinated temporary housing move ins for insurance policyholders displaced by property damage. Sourced rentals and negotiated short term leases with landlords on clients' behalf.

### ○ **Roomlinx, Inc.**

Broomfield, CO

Nov 2009 to May 2013

#### Account Executive (*promoted from BDR*)

- Progressed from outbound prospecting to leading discovery calls and enterprise proposals for hospitality technology solutions with hotel GMs and heads of engineering. Contributed to securing a **national contract with Hyatt Hotels**.

## EDUCATION

### University of Colorado at Colorado Springs

Colorado Springs, CO | 2001 to 2005

Bachelor of Business Administration, Marketing | Minor in Human Resources