

# Carl Knerr

Northampton, MA 01060 | (413) 923-4644 | carl.knerr@gmail.com | www.linkedin.com/in/cknerr

## Senior Level Sales Operations Leader

Senior Level Sales Operations Leader with deep expertise within the high-tech industry. Known for data-driven decision-making, developing and implementing go-to-market strategies, driving operational improvements, collaborating across the organization, channel dynamics, and solving problems. Passionate about leveraging data to influence key decision makers to increase revenue which enables the organization to achieve success.

Problem Solver | Data-driven Decisions | Team Leadership | Revenue Growth | Operational Improvements  
Stakeholder Engagement | Client Relationship Management | Cross-Functional Collaboration | SaaS

## Professional Experience

### Waterfield

#### Vice President of Go to Market Optimization

2024 - Present

Leadership role in driving the effectiveness and efficiency of the sales organization.

- Transformation of services offerings, optimizing renewals programs, and improving packaging and positioning of all go-to-market offers.
- Leveraging data and analytics to identify and implement process improvements, enhance operational strategies, and deliver scalable solutions to support revenue growth and customer success.

### Avaya

#### Vice President of Renewals and Customer Success

2023 - 2024

Protected recurring revenue: maintenance, subscription, managed services, and cloud.

- Developed and executed strategies that increased revenue retention by 10% year-over-year, surpassing sales targets and safeguarding revenue.
- Spearheaded the customer success strategy for Avaya's largest and most strategic accounts, improving customer satisfaction and lifetime value.
- Successfully protected recurring revenue through a robust framework that aligned cross-functional teams to deliver consistent customer value.

#### North American Sales Leader

2022 - 2023

Developed alliance relationship to drive successful on-premise to SaaS migrations with record-breaking results.

#### Senior Director of Global Channel Operations

2017 - 2022

Business Transformation leader managing teams focused on the channel, managing Sales Channel Operations globally, totaling \$3B annually, including 100,000 recurring contracts.

- Offer Commercialization, Distribution, Strategy, and go-to-market for Avaya's Channel.
- Reinvented a global channel program considered 5-stars by CRN.
- Drove successful adoption of perpetual migrations to SaaS in the channel.

#### Director of Global Services Adoption

2013 - 2017

Oversaw growth through better offers, partnerships, and customer experiences.

- Doubled customer adoption of Avaya's remote connectivity technology.
- Transformed the quote-to-cash process and simplified offers and processes.

## Additional Relevant Experience

<b>Global Director of New Product Introduction &amp; Serviceability</b> , Avaya, Northampton, MA	<b>2010 - 2013</b>
<b>Senior Manager and Change Agent</b> , Avaya, Northampton, MA	<b>2006 - 2010</b>
<b>Program Manager</b> , Avaya, Northampton, MA	<b>2005 - 2006</b>
<b>Senior Software Engineer</b> , Avaya, Northampton, MA	<b>2001 - 2005</b>

## Education

<b>Master of Business Administration (MBA)</b> , Worcester Polytechnic Institute, Worcester, MA
<b>Bachelor of Arts (BA)</b> , Computer Science, Duke University, Durham, NC