

TED GLASNOW

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OVERVIEW

Serial Head of Sales at four startups and advisor to many more with a decade of experience across a diverse set of customer profiles and sales motions. Battle-tested leader with a track record of advancing product-market fit, honing go-to-market strategy, and scaling revenue organizations to crush growth goals. Specialized in leading high-performing, distributed teams and elevating junior talent to excel. I am known for recruiting, training, and unlocking the hidden capabilities of emerging sales talent and helping teammates realize their full potential with an ethos of continuous improvement inspired by a background as a professional athlete.

SKILLS

Business Development | Sales Leadership | Go-to-Market Strategy | Revenue Growth | Partnership Development | Team Leadership | KPI Management | Strategic Planning | Lead Generation | Pipeline Growth | Sales Coaching

PROFESSIONAL EXPERIENCE

TED GLASNOW GTM CONSULTING, Fractional Head of Sales & GTM Advisor **08/2023 - Present**

Fractional sales leadership helping B2B startups graduate from founder-led sales and find go-to-market fit.

- Guide B2B startups in crafting scalable pipeline generation strategies, enhancing experimentation efficiency and go-to-market fit.
- Mentor startup founders and sales leaders, fostering a culture of high performance and data-driven decisions.
- Utilize technology to revamp sales operations, driving profitable lead generation and sustainable revenue growth.

OYSTER TECHNOLOGIES, Head of Business Development (Remote). **07/2022 - 08/2023**

Insurance technology platform powering seamless coverage to businesses and their customers.

- Grew revenue by 10x and increased customer count by 9x in 12 months.
- Launched 2 new products that increased average customer value by 115%.
- Established and led Sales Development team, while managing company-wide forecasting and strategic planning.

DISCO, Fractional Head of Sales (Remote) **01/2022 - 04/2022**

Collaborative commerce platform helping internet merchants learn, grow, and sell more together.

- Transformed key aspects of sales motion to close nearly 100 B2B customers and over \$500k of ARR in just 10 weeks.
- Defined pricing, segmentation, and go-to-market strategy, while recruiting initial Sales Development team.
- Developed foundational sales operations infrastructure for efficient revenue reporting and accurate growth forecasting.

TOVALA, Director of Business Development (Remote) **04/2018 - 01/2022**

Smart-oven-paired meal kit subscription enabling effortless home cooking.

- Contributed to 5x ARR by directing cross-functional teams to pilot and scaling new growth channels.
- Negotiated 20+ distribution and product partnerships to lower CAC by 30% and achieve industry-leading retention.
- Spearheaded corporate planning and implemented OKRs to improve employee-reported company alignment by 35%.

PRESSBOX (acquired by Procter & Gamble), Director of Business Development (Remote) **08/2016 - 04/2018**

On-demand garment care service built on a network of lockers in multifamily and office buildings

- Drove corporate development efforts that resulted in an acquisition by Procter & Gamble.
- Managed a team of 12 to expand national footprint from 1 to 5 markets and increase ARR by 180%.
- Negotiated over 250 service partnerships with every major multifamily developer & manager in the US.

OTHER EXPERIENCE

FOUNDER, Travalcade Ebike Valet **08/2023 - 03/2024**

SANTA BARBARA CITY COLLEGE, Adjunct Professor of Finance & Marketing **01/2015 - 12/2016**

SANTA BARBARA TRACK CLUB, Professional Decathlete **09/2014 - 12/2015**

EDUCATION

HBX | HARVARD BUSINESS SCHOOL, CORe: Credential of Readiness **01/2016 - 04/2016**

UNIVERSITY OF NOTRE DAME, Political Science GPA: 3.9; Great Books Program GPA: 3.75 **08/2009 - 05/2014**

- Team Captain, Varsity Track & Field.
- 4x winner, University of Notre Dame Monogram Award for academic and athletic excellence.
- Founding member and president of Special Olympics Notre Dame for 3 years.