

# Russell W. Scherwin

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## Go to Market Leadership | Strategy | Execution | Messaging

A global revenue executive with consistent overachievement through sales and marketing roles, each demanding increased revenue accountability and go-to-market leadership. Scales growth with process discipline and creativity. A team builder, highly focused on high integrity value creation by identifying talent, coaching talent, and leading from the front.

Select highlights:

- Scaled multiple businesses, from strategy to launch, through sales execution and customer success.
- Grew IBM's Watson Commerce Business from \$324M to \$394M as Chief Marketing Officer.
- Grew IBM's Watson Customer Engagement Distribution business from \$45M to \$77M as Business Unit Executive.
- Grew IBM's Configure, Price, Quote (CPQ) business from \$2.6M to \$14.1M over 2.5 years.
- Action inducing public speaker and facilitator. Have keynoted conferences and corporate events on five continents.

## EXPERIENCE

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### Force Management and B2B Tracks, Atlanta, GA 2021-Present

#### **Consulting, Advisory, Coaching**

Lead transformational revenue improvement programs for clients including Monday.com, Fiserv, Figma, Synopsys, Gainsight, T2 Biosystems, Chainalysis, Fiserv, Wine Racks America, Foursquare, Fireblocks, Digital Asset, and more,

- Align cross-functional leadership teams on value-based messaging and go-to-market operations to scale selling.
- Teach thousands of managers and customer facing representatives to sell value with high integrity.
- Audit company go-to-market operations and provide advisory services to address identified gaps.

### FPX, Atlanta, GA 2019-2021

#### **Chief Revenue Officer** (May 2019-February 2021)

Recruited by CEO to lead sales and marketing for this \$25M, PE backed SaaS organization, that exited to TA associates at 5X PE funds invested. Chartered to rebuild sales and marketing organization while leading go-to-market strategy and execution.

- Achieved growth for 1<sup>st</sup> time in 6 years, leading a GTM transformation by aligning resources on a focused ICP.
- Decreased customer-acquisition-cost from >3 to 1.5, integrating sales, marketing, and business development functions.
- Implemented qualification process that doubled signings over the prior 12 months, while tripling new logo acquisition.
- Created a new outbound motion, underlying 4X qualified pipeline and predictable growth in ICP, preparing for FPX's sale.

### IBM, Atlanta, GA 2007-2019

#### **Chief Marketing Officer, Watson Commerce** (October 2017-May 2019)

Asked to transform marketing, aligning with division's sales and customer success operations.

- Grew business from \$324M to \$391M, focusing on global cross-functional messaging and process alignment.
- Aligned global resources to high propensity segments "we had a right to win," seeing triple-digit growth in a few.
- Shifted primary dept metric to sales-qualified-opportunities to transform existing silo behaviors.
- Transformed our demand generation team to an Account Based Marketing model to improve focus and alignment.
- Promoted a culture of failing fast and failing forward, by initiating and evolving "data-driven marketing experiments."

#### **Business Unit Executive, Watson Customer Engagement** (January 2015-October 2017)

Promoted to lead a team of 70 sales and solutions professionals in growing market share for IBM's Watson Commerce and Watson Marketing business in IBM's Retail Distribution Sector.

- Grew business from \$45M to \$77M, while transforming team with new sales leaders, and a new sales culture and process.
- Achieved 134% of plan in 2017 with 33% growth. 75% of team made plan.
- Achieved plan in 2016, while rebuilding management team in a transition year. 100% seller contribution.
- Grew SaaS business 151% YoY in 2015.
- Led from the front, driving multi-\$MM competitive wins at Tire Battery Corp, B&H Photo, Follett, and Office Depot

**North American Sales Executive, CPQ and B2B Commerce** (August 2012-January 2015)

Led sales in NA for our Configure, Price, Quote (CPQ) business from 2012-2014. Inherited B2B Commerce businesses in 2014.

- Grew the CPQ business from 2.6M to 14.1 between 2012-2014, after 2 years of sub \$2.5MM performance.
- Grew our B2B Commerce business in 2014, with 50% increase in license revenue and 164% increase in SaaS signings.
- Led multi-\$MM transformational wins at Fortune 500 accounts including ADT, NOV, Comcast, and Pitney Bowes

**Sales Director, Commerce Software** (January 2010 – August 2012)

Moved into a direct sales management role, where my team beat plan each year.

- Achieved 149% of 2010 plan. Achieved 116% of 2011 plan, with 6 out of 7 reps exceeding plan.
- Led team in Sterling’s largest ever application sale to a net-new customer (CA Technologies, \$3.5M)
- Led team in IBM Sterling’s largest SaaS sale in 2011. (Bridgestone, \$5MM)

**Director of Product Sales, Americas** (February 2008 – December 2009)

Recruited by SVP of Sales to lead sales strategy and execution in achieving a \$44MM annual software bookings quota.

- Achieved 120% of net-new software sales plan, with each team member above 100% in 2009.
- Introduced sales play program, focusing all sales and marketing activity across targeted segments and audiences.

**Director of Global Products and Marketing** (April 2007 – February 2008)

Recruited by Sterling Commerce’s SVP of Marketing, to lead Products and Marketing for its B2B Products.

- Improved pipeline, which was 33% behind target in Q1 to a year-end result of 119% of plan.
- Launched Sterling Integrator, leading a global, cross-functional team.
- Built critical customer, press, and analyst relationships that powered launch successes.

**Information Builders, New York, NY**

2002-2007

**Director of International Product Sales and Marketing** (December 2005 – April 2007)

After successfully launching the iWay SOA Middleware Suite, the division President asked me to lead its international sales.

- Increased qualified pipeline in EMEA, including a 275%+ increase in the UK in a 6-month period.
- Increased product bookings by more than 500% over an 18-month period.

**Product Marketing Manager** (November 2002 – December 2005)

Promoted into management, with a focus on differentiated value-based messaging, powering a 2-year 70% revenue growth.

- Managed channels initiatives with BEA, Bearing Point, IBM, and SAP; supporting 103% growth in 2004.
- Created and managed all demos and workshops, training field resources to use our product to sell more effectively.

**Qwest Interactive, New York, NY: Sales**

2001-2002

**marchFIRST, New York, NY: Strategy**

2000

**Arthur Andersen Business Consulting, New York, NY, Senior Consultant**

1998-2000

**IBM, Endicott, NY: Software Engineer, WebSphere**

1997-1998

**EDUCATION, BOARD ACTIVITIES, AND INTERESTS**

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**MBA in Finance and Marketing, New York University, New York, NY, 2007**

**BS in Computer Science, SUNY Binghamton, Binghamton, NY, 1997**

**Teach “Modern Leadership” in University of Georgia’s MBA program**

**Board of Advisors, VoiceBoxer, Copenhagen, Denmark, 2015-2022.** Exited to BoostLingo at 4X funds invested

**Board of Advisors, Accord, Toronto, Canada, 2024-Present.** Accord uses AI to improve seller productivity.

**Limited Partner, GTM Fund, 2021-Present**

**Other interests:** | Former Basketball Scout | hiking, tennis, mentoring young talent

## PROFESSIONAL REFERENCES

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### Builds High Performing Teams; Mentors and Grows Talent

“Over the last several years, I have had the joy of working with Russell in several capacities as well as reporting to him as a sales leader (a role and relationship I quite enjoyed). Russell is one of the rare individuals who carries both a high intellectual quotient as well as a high emotional quotient and is rare in his ability to be highly intellectual and endearing at the same time. **He can present a complex concept in mathematical formulas or with crayons** as the situation requires.

[Mike Herder](#) *Vice President, Supply Chain Solutions, Infor* (reported to Russell at IBM)

“Russell Scherwin was simply one of the best people I had ever hired and managed. As a new arrival, he hit the ground running; as a veteran, he strengthened our division by delivering flawless work and mentoring others. **He's a natural leader** and an intelligent, driven professional—but also knows how to make work fun, engage people, and keep a clear perspective.”

[Jonathan Monetti](#) *Vice President Sales, Compliance Wave* (managed Russell at Qwest Interactive)

I've had the pleasure of knowing, working with, and—at times—reporting to Russell Scherwin in various settings for nearly a decade. At every turn—and in every situation—I have known him to be a highly-intelligent, passionately-committed, continually-curious professional with a penchant for getting to the essence of every matter and producing substantive results. His energy is contagious. His probative questions are thought-provoking. And **his insistence on optimal performance is nothing short of motivational.**

[John Stelzer](#), *Senior Omni Channel Strategist, IBM* (reported to Russell at Sterling Commerce)

“Russell not only has a very thorough knowledge of the Commerce space, but an impressive passion for everything he's involved in and in charge of. Beyond simple work experience, he's one of the most relentlessly supportive managers who constantly connected me to ways to learn, the best people to talk to, avenues to stretch. **He has an amazing ability to understand people's strengths and make them fly.** That kind of effort doesn't come from checking a manager box; he just goes above and beyond for everyone. “

[Alyssa Vitrano](#), *VP, Global Head of Content, Goldman Sachs* (reported to Russell at IBM)

“From day one, Russell aligned his team around their territories, took inventory of each other's strengths, rallied extended team members to ensure success, and helped us create goals for both short and long term objectives. Russell has a very keen ability to look at sales opportunities in multiple dimensions. He helped me figure out at least four avenues to success through executive sponsorship, industry leadership, personal networks, and market validation. Russell consistently shared my successes with upper management, always giving me the limelight. I learned what a great team we made in doing something that so many people thought was impossible. If I learned nothing else, **I learned professionally that great careers are defined by great teams working together.**”

[Joshua Brammer](#), *Chief Revenue Officer, Wellstand Health* (reported to Russell at Sterling Commerce)

Russell was an excellent manager. He provided guidance and proper/candid feedback at all stages of the sales cycle. He provided me with my enough freedom to utilize my talents and experience, yet was always willing to add his 2 cents where appropriate. Often Russell would step up to clear away roadblocks that might impact our ability to win a deal. Most importantly, **Russell was always level headed , even when faced with quarter end and year end pressures. He consistently treated people with respect.** I would be happy to work for Russell again, anywhere, anytime.

[Steve Travis](#), *Account Executive, IBM – 19 straight years of quota club* (reported to Russell at IBM)

### Creates Transformational Client Value

"I had the privilege to work with Russell 3 times. After many years of career where I have been trained at Solution Selling twice, Customer Centric Selling 3 times, Sandler once, Force Management 3 times, I can easily say that Russell is one of the best facilitators I have met. **His ability to lead a room with 2, 3 or 400 people is incredible.** Russell has this gift of feeling the energy of the people he interacts with and can instantly adapt his speech to them; **Russell has an extremely strong psychology and can really lead and inspire others through a shared objective.** Last point that really inspired me when I was working with him is that Russell enjoyed so much what he does that it is contagious and makes everyone enjoying learning."

[Pierre Berlin](#), *GM EMEA, Monday.com* (was Russell's client)

I first met Russell several years ago when he trained a sales team I was leading on value-based selling. His ability to break down complex concepts into simple, actionable strategies made an immediate impact. Since then, I've brought him back multiple times for additional training, coaching, and mentoring of sellers. Russell has a unique talent for making sophisticated sales principles easy to understand and, more importantly, easy to apply in day-to-day selling. **Russell immediately elevates any GTM teams efforts.**

[Berkley Simmons](#), CEO, *Service Minder* (was Russell's client)

"Russell is the most energetic person that I have met in my career. He sets the bar higher than anyone I know when it comes to understanding his company's products, the market place, and his customers business. Customers enjoy their relationship with Russell and value his knowledge and industry expertise. Russell distinguishes himself as a visionary. **He knew the market, his competitors, and where to take his products to achieve and maintain competitive advantage.** If you own or are starting a software company and want to insure your success, you need to hire this guy."

[Tim Culver](#), Executive Director, *AT&T* (worked directly with Russell)

"When I first met Russell, I was blown away. "Here is this guy who is Director of Product Sales who actually gets it...", was my thought. From the moment he opens his mouth, you see intelligence, personality, and professionalism. He is not your typical marketing or sales director. When he sits in front of executives, he talks business value that pertains to their interests and they see him as a trusted advisor. I was fortunate to have Russell on my side in several campaigns and found him to be **able to speak the language of CFO's** enough so, that it helped drive business through value, not technology."

[Gary Harris](#), Sales Director, *Databricks* (worked directly with Russell at Sterling Commerce)

## Leadership

"I was always inspired by his passion and dedication to his role. If he is on your team, he is there for a purpose to ensure everyone is successful – both the company and the customers. This is because he truly cares. Russell will bring deep expertise to his role. He is incredibly smart, driven and an outstanding presenter who will easily convince an entire audience. **Whether it's marketing or sales, Russell will lead the team with great enthusiasm and to ultimate success.**"

[Felicity Carson](#), CMO, *On Semiconductor* (managed Russell when she was CMO, Watson Customer Engagement at IBM)

"Russell is a dynamic executive leader, "A" Player, friend, mentor, and has my utmost respect. He is a polished, intelligent, knowledgeable, trustworthy, and driven sales and marketing pro. Russell has a mind for strategy and can also get hyper-tactical. He is energetic, positive, creative, and is a collaborative team player. He is passionate about teaching others and often shares valuable lessons and advice. He is a tremendous asset to improve business results and drive revenues. **One of the best leaders I've reported to** while working for a company full-time. I highly recommend him."

[Mike Ciccolella](#), CEO *Grow Your Sales Pipeline* (reported to Russell at FPX)

"Russell is a highly driven and talented individual that I thoroughly enjoyed working with. **Structured, creative and analytical, Russell was both inspirational and instructive.**"

[Dave Armstrong](#), Director of Enterprise Marketing, *Google* (worked with Russell at Information Builders)

"Russell knows his stuff and acts on it. If you want a no-nonsense guy who cuts through the extraneous stuff and gets the job done, he's the one you want. He and I worked very closely together, and **I could count on him to help me think through plans, politely challenge me where needed, and execute once the decisions were made.** Highly recommended.

[Jake Freivald](#), VP of Product Marketing, *Information Builders* (managed Russell at Information Builders)

"Russell and I have traveled the world recruiting business partners and driving business thru those partners. Russell is prepared, aggressive, and willing to go the extra mile to get the deal done. **The best product marketing manager I've ever worked with.**"

[Chris Krechting](#), VP of Channels, *Infor* (worked with Russell at Information Builders)

"Working with Russell was superb. **He has great character and capability when it comes to delivering product and business direction** as well as the deep technical understanding required to win over customers and partners as well as fellow colleagues. He has excellent presentation and relationship building skills as well as the willingness and desire to always go that extra mile to make great things happen and deliver excellent results."

[Peter Walker](#), GM UKI, *Microstrategy* (worked directly with Russell)