

James Edington

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PROFESSIONAL SUMMARY

Director of Sales | VP of Sales | Remote Revenue Leader

High-impact Sales Director with over 20 years of experience scaling B2B SaaS and Cybersecurity revenue organizations through AI-driven strategies. Expert in Remote Sales Management, architecting high-velocity GTM engines that lead to major acquisitions and brand dominance. Proven track record of increasing revenue by 400% YoY and optimizing new-hire performance via structured, AI-integrated enablement frameworks.

CORE COMPETENCIES & AI SPECIALIZATION

- Sales Leadership: Remote Team Scaling, Pipeline Forecasting, GTM Strategy, Subscription Revenue Models (SaaS), Channel Partner Enablement.
- AI Sales Strategy: AI-Driven Sales Training, Generative AI Prompt Engineering for Sales Scripts, Automated Pipeline Forecasting, AI Governance.
- Revenue Operations: B2B Lead Gen Strategy, KPI Optimization (CAC, LTV, AUM), Territory Management, Hubspot, Salesforce & CRM Hygiene.

AI & SALES TECHNOLOGY STACK

- Generative AI: ChatGPT (Advanced Data Analysis), Perplexity (Market Research), Claude (Content Strategy), Gemini, Google Cloud Gen AI.
- Revenue Intelligence: Gong.io, Chorus.ai, Clari (AI Forecasting), HubSpot Breeze AI.
- Sales Engagement & Data: Outreach.io, Salesloft, Apollo.io, ZoomInfo, LinkedIn Sales Navigator, Clay.
- CRM & Operations: Salesforce (Admin), HubSpot Sales Hub, NetSuite, Microsoft 365.

RECENT AI CERTIFICATIONS

- Career Essentials in Generative AI | Microsoft & LinkedIn (2026): Mastered ethical AI governance and advanced search reasoning for account planning.

- AI for Marketing & Sales (Breeze AI) | HubSpot Academy (2026): Utilized AI agents to automate CRM data hygiene and increase forecast accuracy.
- Introduction to Generative AI | Google Cloud Skills Boost (2026): Applied AI frameworks to sales enablement and automated pipeline forecasting.

PROFESSIONAL EXPERIENCE

ZIP CAPITAL GROUP | *Irvine, CA Manager, Sales Development & Enablement* | *September 2023 – October 2025*

- Revenue Efficiency: Directed a team of 25 BDRs, driving a 28% increase in new-hire quota attainment by restructuring the onboarding curriculum.
- Tech Stack Modernization: Implemented AI-assisted roleplay scenarios and digital training tools to adapt workflows for remote environments.
- Data Leadership: Leveraged analytics to track conversion KPIs and Assets Under Management (AUM), delivering performance reports to executive leadership.

TRINET | *Remote / Irvine, CA Manager, Sales Development (SaaS HR Tech)* | *February 2022 – July 2023*

- Remote Sales Management: Managed 12 SDRs in a distributed environment, consistently exceeding monthly pipeline and booked-revenue targets.
- Coaching & Development: Reduced ramp time by utilizing modern sales stacks and Zoom-based coaching for SaaS value selling.
- Market Expansion: Executed new vertical territory strategies, successfully opening multiple greenfield markets from scratch.

MI-TOKEN | *Remote (North America) Regional Sales Director – North America (SaaS Cybersecurity)* | *February 2019 – November 2021*

- Territory Construction: Built the North American sales organization from the ground up, recruiting direct reps and channel partners.
- Enterprise Growth: Secured key enterprise accounts as lead strategic Account Manager to rapidly gain market share.
- Partner Enablement: Developed technical sales cycles for channel partners to drive indirect revenue streams.

ISHERIFF (*Now GreenCloud*) | *Remote (Americas) Director of Sales – Americas (SaaS Cloud Security)* | *September 2015 – December 2018*

- Hyper-Growth: Grew revenue 400% YoY by expanding the sales team and optimizing partner networks across North and South America.
- Performance Management: Exceeded quarterly quotas by 130%+ through rigorous pipeline management and process creation.

AT&T BUSINESS SERVICES | *United States Director of Sales* | *July 2014 – August 2015*

- National Leadership: Led a 25-person Inside Sales organization to the #1 National Ranking for mobile and data services performance.

EARLY CAREER HISTORY

- *VP of Sales / National Sales Director* | **Digital Solutions Group** (2009 – 2014).
- *Sales Manager (Corporate & Channel)* | **M86 Security** (Formerly 8e6 Technologies) (2004 – 2009).

VOLUNTEERING

- Scout Leader | Boy Scouts of America: Mentored youth in leadership development and team building.