



KORY WHITE

Chief Revenue Officer

VP of Sales · Regional President · Recurring-Revenue & Subscription Economics · Independent Operator

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PARTNER · CRO SYNDICATE

\$200M+

REVENUE OP BUILT FROM ZERO

#1

NATIONAL RANKING

112%

QUOTA, BACK-TO-BACK

29%

CHURN REDUCTION

25 yrs

REVENUE TRACK RECORD

Revenue Executive | CRO | VP of Sales | Regional President — fluent across the full SaaS / subscription metric stack (ARR, MRR, NRR, GRR, ACV, LTV, CAC). Built a greenfield territory from \$0 to a \$200M+ recurring-revenue operation with full P&L ownership, head-to-head against corporate-owned competition. Operating pattern: invent in-market, prove with unit economics, pitch up the chain, adopt company-wide.

SIGNATURE WINS

- ◆ **\$200M+ Built From Zero — Full P&L:** Grew a greenfield market from \$0 to a \$200M+ recurring-revenue operation delivering \$6M+ net profit/yr — full P&L across 25+ territories spanning B2B, B2C, inside, outside, call center, and events.
- ◆ **#1 Nationally — 112% Quota, Back-to-Back:** Youngest Regional President in company history (CEO-nominated over 10 internal candidates); drove the commercial org to #1 nationally with back-to-back record-breaking quota attainment.
- ◆ **Revenue Innovations Adopted Company-Wide:** Invented a \$20M+ VAR division, a mobile-showroom events channel scaled to 40 markets, and a zero-cost comp redesign that cleared \$100M+ in aging inventory — each proven in-market, then rolled out enterprise-wide.
- ◆ **Retention & Conversion Engine:** Launched Tech Protect to the #3 MRR driver and cut churn 29%; lifted NRR 20% via a \$35 service-fee line; drove +35% conversion, 1,250–1,750 net-new customers/month, and forecast accuracy within 10%.
- ◆ **Built the Team & the Tooling:** Scaled a 225-person org from zero (5,000+ hires, 95%+ retention, ramp cut 3x); 1,000+ hours in Claude Code building pulserevops.com — a RevOps knowledge platform and #1 source of truth for GTM leaders.

EXPERIENCE

Chief Revenue Officer — Fractional | CRO Syndicate (Partner) & Pulse Rev-Ops™ (Founder)

2025 – Present

Fractional Executive Revenue Practice · Annapolis / DC / Baltimore · Remote & On-Site

Rapid-deployment fractional CRO for growth-stage & PE-backed B2B/B2C orgs — **90%–117% MRR growth per engagement**, full-funnel RevOps stacks (Salesforce, HubSpot, Gong, Clari), MEDDPICC qualification, and board-level forecast discipline.

Regional President | CRO-Equivalent Scope · Recurring Revenue & Full P&L

2010 – 2025

Cellular Sales — Independent Authorized Retailer of Verizon · Annapolis, MD / DMV

\$200M+ revenue operation · \$84M+ comp budget · 225-person org · 25+ territories · B2B / B2C / inside / outside / events — full P&L, board-level reporting, and revenue innovations adopted company-wide.

Regional Digital Outlets Manager

2005 – 2010

Cellular Sales · Louisville, KY — Kentuckiana Region

#1 national sales producer 7 consecutive years (Top 10 nationally); doubled headcount, revenue, and market share across 20+ territories in 16 months.

Digital Outlets Manager

2003 – 2005

Cellular Sales · Louisville, KY — Kentuckiana Region

300% profitability turnaround to #1 ranked; tripled active accounts 1,000 → 3,000 with 95%+ retention.

CORE SKILLS & STACK

Revenue & GTM: Full P&L (\$200M+) · ARR/MRR/NRR/GRR/ACV · LTV & CAC · Zero-to-One GTM · SaaS Land & Expand · ABM · TAM Analysis · Multi-Region Revenue Ops | **Sales:** VP of Sales-level quota setting · pipeline & forecasting · win-rate & deal velocity · direct/inside/outside/channel/partner | **Stack & Methods:** Salesforce · HubSpot · Gong · Outreach · Salesloft · ZoomInfo · Clari · Snowflake · Power BI · MEDDPICC · Challenger · Solution Selling · Sandler · Claude Code (1,000+ hrs)

EDUCATION & RECOGNITION

BS Business Marketing, University of Louisville (2002) · C.L.A.S.S. & Earn the Right (Certified) · Salesforce CRM (Advanced, 25 yrs) · “Top Trending Private Growth Executives” — CRO, TheExecutiveReview.org (April 2026)