

KORY WHITE

Chief Revenue Officer | VP of Sales | Regional President | SaaS & Subscription Revenue | Independent Operator
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Open to Relocation Nationwide • No Contingencies • Available for Monday-Friday On-Site, Hybrid, or Remote
\$200M+ ARR Built from Zero • #1 Nationally • 112% Quota Back-to-Back • 29% Churn Reduction • 22-Year Track Record • Independent Operator
"Top Trending Private Growth Executives" — Chief Revenue Officer | April 2026 | TheExecutiveReview.org

THE OPERATOR

Revenue driver. Bridge builder. Executive at heart, operator in practice. Twenty-two years on the track. No revenue KPI I can't drive — ARR, NRR, GRR, CAC, LTV, pipeline coverage, win rate, ramp time, churn, expansion, forecast accuracy. Give me the problem; I'll have a solution by Friday. Sometimes the answer is a product, sometimes coaching, sometimes rolling up sleeves and doing the work nobody else will. **The translator between functions** — condensing complex revenue ideas into one-sentence orchestrations the whole company can follow. Finance, marketing, ops, sales, the board: all moving the same direction, by Friday. **Sees it. Solves it. Scales it.**

PROFESSIONAL SUMMARY

SaaS Revenue Executive | CRO | VP of Sales | Regional President | Subscription Revenue & Recurring ARR Operator. SaaS-native revenue executive, 22 years architecting subscription and recurring-revenue businesses — most recently Regional President at Cellular Sales, an **independent authorized retailer** running a subscription-revenue operation (monthly service, expansion revenue, churn economics) competing head-to-head against corporate-owned stores. Built a greenfield territory from **\$0 to \$200M+ ARR** full P&L ownership — no corporate safety net, no enterprise marketing machine, no lead flow. Fluent across the SaaS metric stack (ARR, MRR, NRR, GRR, ACV, LTV, CAC, bookings, expansion, churn). Operating pattern: invest in my market, prove unit economics, pitch up the chain, adopted company-wide. Outcomes: forecast accuracy within 10%, pipeline tripled to #1 nationally, conversion +35%, 1,250–1,750 net-new SaaS customers/month. Founder & developer of **The Machine @ pulservevops.com** — the #1 online arbiter of truth for RevOps: pressure-tests revenue hypotheses against millions of domain data points, business journals, and adjacent AI corpora before leaders commit a quarter. Visualized at pulservevops.com.

GTM INITIATIVES — INVENTED IN MY MARKET, ADOPTED COMPANY-WIDE

- **Mobile Showroom Events Channel — Invented in My Market, Adopted Across 40 Markets:** Conceived zero-to-one mobile showroom — selling direct at trade shows, state fairs, community events. Piloted 12 months, proved unit economics, pitched up the chain — adopted across 40 markets producing \$150K–\$2M annual revenue/market with dedicated KPIs and comp plans.
- **\$100M+ Aging Inventory Solved — Invented in My Market, Adopted as the Enterprise Standard:** Invented proprietary aging-inventory playbook reclassifying slow-moving SKUs as non-shared commission product — killed split-commission friction, triggered organic rep demand. Drove \$100M+ aging inventory through the channel at zero spend. Pitched up the chain — adopted company-wide.
- **Predictable Pipeline Engine — Win Rate, Deal Velocity, and Repeatable Growth:** 35% higher pipeline conversion, tripled qualified pipeline to #1 nationally — powered by AI-augmented demand gen, outbound sequencing, CRM segmentation, win rate optimization driving 1,250–1,750 gross new customers/month.
- **SaaS Product Launch — Tech Protect to #3 MRR Driver, 29% Churn Reduction:** Led zero-to-one SaaS launch of Tech Protect — scaled to company's #3 MRR driver, cut churn 29%, drove NRR via PLG and land-and-expand.
- **Service Fee Innovation — \$35/Phone Lift to NRR 20%:** Identified value gap as accessory margins compressed — implemented mandatory \$35 service fee per device activation covering data, photo, media transfers. Captured high-margin recurring revenue at the moment of greatest customer value. Result: NRR +20%, zero customer friction.

EXECUTIVE IMPACT & CAREER HIGHLIGHTS

- **Independent Operator, Not Corporate Heir:** Built \$200M+ subscription ARR business as independent authorized retailer — competing corporate-owned stores with no brand budget, no lead flow, no safety net. Every dollar of recurring revenue earned through operator execution, not big-company tailwinds.
- **Invented It. Proved It. Sold It Up the Chain. They Adopted It Company-Wide.** Pattern: identify friction, build the fix, prove unit economics, pitch up the chain, roll out company-wide. Repeated across mobile showroom events channel, aging inventory comp redesign, full GTM playbook. Not a committee member — the operator who built what the committee adopted.
- **#1 National Ranking — 112% Quota, Back-to-Back:** Youngest Regional President in company history — CEO-nominated after outcompeting 10 internal candidates — drove the commercial organization to #1 nationally with back-to-back record-breaking quota attainment.
- **\$200M+ Subscription ARR — Built from Zero:** Architected greenfield market from \$0 to \$200M+ ARR across 25+ territories plus B2B, B2C, inside, outside, call center, event-based channels — defined ICP, sized TAM, designed GTM motion, delivered \$6M+ net profit annually with full P&L ownership and recurring-revenue economics.
- **P&L Owner — GTM Architecture, M&A, and Repeatable Forecasting:** Full commercial accountability for \$200M+ ARR operation — owned GTM strategy, revenue architecture, investment prioritization, cross-functional alignment, board-level forecasting within 10% accuracy.
- **AI-Native Revenue Executive — Founder & Operator, RevOps' Pressure-Test Engine:** 1,000+ hours hands-on with Claude Code shipping GTM tooling, revenue dashboards, branded Sales Revenue Engine demos, commercial web properties. Flagship: The Machine @ pulservevops.com — RevOps leaders pressure-test hypotheses against millions of domain data points, journals, adjacent AI corpora before betting a quarter. Ideas guy. Receipts.
- **5,000+ Hires — Hiring-to-Revenue Playbook:** Hired and developed 5,000+ revenue-producing employees — owning \$84M+ sales comp budget, KPI/comp plan design, headcount planning, sales capacity planning, 95%+ retention.
- **Proprietary Revenue Playbook — C.L.A.S.S., Earn the Right, Challenger, Solution Selling, MEDDPIC:** Cut new hire ramp time 3x in 90 days — sustaining #1 national quota through structured coaching, MAPs, repeatable VP of Sales-caliber seller efficiency at every tier.

PROFESSIONAL EXPERIENCE

Chief Revenue Officer — Fractional | Revenue Architecture & GTM Strategy | Pulse Rev-Ops™ | Fractional CRO & Executive Revenue Practice | DC / Baltimore, MD

October 2025 – Present

- **Day-One GTM Operator — 90%–117% MRR Growth Per Engagement:** 22 years building, testing, scaling revenue architecture across \$200M+ ARR — packaged as Pulse Rev-Ops™ and deployed to VP of Sales-led teams, founder-led SMBs, growth-stage companies. Delivers full revenue transformation day one: ICP analysis, TAM sizing, pipeline architecture, demand gen, conversion optimization — driving 90%–117% MRR growth/engagement, forecast predictability within 10%, replacing founder-led selling with VP of Sales-caliber revenue engine built to compound.
- **Revenue Intelligence Stack — Enterprise-Grade Playbook, Any Scale:** Standardized full-funnel commercial stacks (Salesforce, HubSpot, Salesloft, Lemlist, Outreach, Gong, ZoomInfo, Clari, Statflo, Snowflake, Braze) with Power BI dashboards, MEDDPIC qualification, ABM outreach, Social Selling (LinkedIn Sales Navigator) — eliminated 20+ manual hours/week, doubled qualified pipeline velocity.
- **The Machine @ pulservevops.com — Founder & Operator of RevOps' Pressure-Test Engine:** Genre's adjudicator — RevOps leaders pressure-test hypotheses before spending a quarter validating in-market. Submit a theory; The Machine cross-references it against millions of RevOps-domain data

points, journals (HBR, McKinsey Quarterly, MIT Sloan Review), sector benchmarks, adjacent AI corpora — returning adjudicated reasoning with cited evidence and Mermaid logic flows mapping where the theory holds and where it collapses. Public library at /knowledge with QAPage + TechArticle schema engineered for Google AI Overviews and ChatGPT search visibility. The ideas guy who built the proving ground. Not a product. Not a condition of hire. Receipts.

Regional President | CRO-Equivalent Scope | Subscription Revenue & Full P&L Ownership | Cellular Sales — Independent Authorized Retailer of Verizon | Annapolis, MD / DMV

2010 - 2025

Scope: Independent Operation • \$200M+ Subscription ARR • \$84M+ Sales Comp Budget • 225-Person Org • 25+ Territories • B2B / B2C / Inside / Outside / Events • Full P&L Ownership

- **Independent Authorized Retailer — Built a Subscription-Revenue Business:** Cellular Sales is an independent authorized retailer — not a Verizon subsidiary. Ran subscription-revenue business (monthly service, expansion revenue, churn economics), built DMV territory from zero with no corporate marketing budget, no enterprise lead flow, no brand-recognition tailwind. Every dollar of \$200M+ ARR came from operator execution against corporate-owned competition.
- **Youngest Regional President — CEO-Nominated:** Outcompeted 10 internal candidates to become youngest Regional President in company history — CEO-nominated — drove organization to #1 nationally with back-to-back 112% quota attainment.
- **P&L and Board-Level Accountability:** Full commercial executive of record for \$200M+ ARR independent operation delivering \$6M+ net profit/year — 112% back-to-back quota, LTV/CAC optimization, board-level investor reporting. Contributed to enterprise strategy through Cellular Sales' \$500M→\$3B parent-company scaling — operating-level input on GTM architecture, channel design, revenue innovations adopted company-wide.
- **Mobile Showroom Events Channel — Piloted in My Market, Rolled Out to 40:** Invented event-based revenue channel — selling direct at trade shows, state fairs, community events. Piloted 12 months, proved unit economics, pitched up the chain — adopted company-wide with dedicated KPIs and comp plans. Scaled across 40 markets producing \$150K-\$2M annual revenue/market.
- **\$100M+ Aging Inventory Playbook — Built in My Market, Adopted Enterprise-Wide:** Identified split-commission friction behind aging inventory — disincentivized reps from selling SKUs outside their accounts. Engineered zero-cost comp redesign reclassifying aging units as non-shared product, letting any rep close for full commission. Result: \$100M+ stale product cleared organically — no markdowns, no promotions, no incremental spend. Adopted company-wide.
- **Revenue Intelligence & GTM Innovation — Conceived in My Market, Became the Company-Wide Standard:** Proved revenue innovations before the organization recognized them as opportunities. Built the playbook: hire for revenue fit, 3x faster ramp, coach to metrics, structured pipeline, outbound sequencing at scale. Adopted as company-wide GTM standard. Outcome: forecast accuracy within 10%, pipeline tripled to #1 nationally, conversion +35%, 1,250-1,750 new customers/month.
- **225-Person Org — Built from Zero:** Scaled Enterprise, Mid-Market, SMB teams (AEs, BDRs, SDRs) via Hiring-to-Revenue Playbook — 5,000+ hires, KPI/comp plan design, territory management, capacity planning, 95%+ retention, ramp cut 3x in 90 days.
- **Pipeline, Win Rate, and Deal Velocity:** Applied Challenger, Solution Selling, C.L.A.S.S., Earn the Right, MEDDPICC, Sandler, MAPs — drove 35% higher conversion and tripled subscription pipeline to #1 nationally. ACV \$6K-\$10.8K, 1,250-1,750 gross new customers/month across 5,000-7,000 closed transactions.
- **Multi-Channel Revenue Operations:** Directed direct, field, inside, inbound, outbound, ABM, channel, partner sales plus call center and event-based channels across B2B and B2C — doubled TAM penetration from 15% to 30% via ICP-aligned segmentation.
- **\$35 Service Fee — Monetized the Value Moment, Lifted NRR 20%:** Diagnosed structural margin erosion as accessory attach commoditized; recognized data, photo, media transfer moment as untapped high-willingness-to-pay revenue. Implemented mandatory \$35 service fee per device activation covering all media migration. Result: NRR +20%, accessory margin shortfall offset, new high-margin recurring revenue line every transaction, zero added headcount.
- **SaaS Product Launch — Tech Protect to #3 MRR Driver, 29% Churn Reduction:** Led zero-to-one SaaS launch of Tech Protect — scaled to company's #3 MRR driver, cut churn 29%, drove NRR through PLG motions and land-and-expand playbooks.
- **\$20M+ New Revenue Column — Invented VAR Division:** Created first-of-its-kind Value-Added Rebate Division leveraging manufacturer and vendor partnerships — generated \$20M+ annual revenue added directly to P&L, zero incremental headcount.
- **NPS Turnaround — "Yes" Campaign, 32% Lift to #1 Nationally:** Launched the "Yes" Campaign — moved the organization from bottom quartile to #1 nationally in customer satisfaction in a single cycle.
- **Commercial Org Scaling — Multi-Region Growth Operations:** Directed full commercial expansion lifecycle across 25 territories plus 3 market re-launches — resource allocation, territory assignment, partner management, go-live sequencing from market selection through full productivity.

Regional Digital Outlets Manager | Cellular Sales — Independent Authorized Retailer of Verizon | Louisville, KY — Kentuckiana Region

2005 - 2010

- **#1 National Sales Producer — 7 Consecutive Years:** Top-ranked regional producer, Top 10 nationally — 7-figure annual performance, doubled headcount, revenue, market penetration across 20+ territories in 16 months — earned accelerated promotion to executive leadership.

Digital Outlets Manager | Cellular Sales — Independent Authorized Retailer of Verizon | Louisville, KY — Kentuckiana Region

2003 - 2005

- **300% Profitability Turnaround:** Transformed regional operation from average to #1 ranked through operational discipline and culture-first leadership — 300% profitability turnaround, 3x account growth (1,000→3,000 active accounts), 95%+ employee retention.

CORE COMPETENCIES & SKILLS

Revenue & GTM Leadership: Full P&L (\$200M+) • ARR / MRR / NRR / GRR / ACV / TCY / ASP • LTV & CAC • Bookings & Expansion Revenue • Revenue Architecture • Zero-to-One GTM • SaaS Land & Expand • PLG • ABM • TAM Analysis • Strategic Planning • Sales & Marketing Alignment • Multi-Region Revenue Operations

Sales Execution & Operations: VP of Sales-Level Quota Setting & Attainment • Pipeline Management & Forecasting • Sales Capacity Planning • Rep Productivity & Ramp • Win Rate Optimization • Deal Velocity • High-Velocity Sales Cycles • Direct / Inside / Outside / Channel / Partner Sales • Inbound & Outbound • Demand Generation • Conversion Rate Optimization • Social Selling

RevOps Stack & Methodology: Power BI Revenue Intelligence • Salesforce / HubSpot • Gong • Outreach • Salesloft • Iemlist • ZoomInfo • Clari • Stafflo • Snowflake • Braze • AI-Optimized Pipeline Intelligence • CRM Optimization • C.L.A.S.S. • Earn the Right • MEDDPICC • Challenger • Solution Selling • Sandler • Mutual Action Plans (MAPs) • Social Selling • Claude Code (1,000+ hours — AI-Native GTM Build) • Pulse Rev-Ops™ (Founder)

RECOGNITION, EDUCATION & CERTIFICATIONS

- **"Top Trending Private Growth Executives" — CRO, TheExecutiveReview.org (April 2026):** Featured among the top trending private growth executives. Full feature: theexecutivereview.org
- **The Machine @ pulserrevops.com — RevOps' Pressure-Test Engine:** Pressure-tests RevOps hypotheses against domain data, journals, adjacent AI corpora. Public library at pulserrevops.com/knowledge engineered for Google AI Overviews and ChatGPT search visibility.

BS Business Marketing, University of Louisville (2002) • C.L.A.S.S. Selling Methodology (Certified) • Earn the Right Sales Methodology (Certified Practitioner) • Pulse Rev-Ops™ (GTM Playbook Architect) • Power BI (Advanced Revenue Intelligence & Dashboard Architecture) • Salesforce CRM (Advanced User, 22 Years) • MEDDPICC • Challenger • Solution Selling • Sandler