



C.R.O. Success

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Keynote Topics

Moe's popular book is often referred to as **THE** survival guide for Chief Revenue Officer's (CRO's) in B2B sales organizations. The breakthrough for CRO's comes from understanding how revenue is a systems-level activity comprised of four core, interrelated processes. The Chief Revenue Officer's role along with the 4 core processes are presented in his keynote topics

The ideal audience is Chief Revenue Officers defined as the persons within any business whose responsibilities include making certain revenue is generated to a) fund the business, b) deliver profit, c) grow the company—aliases include *President, CEO, COO, Owner, VP of Sales, VP of Business Development, etc.*

Background

EXECUTIVE ROLES — Moe's career began with Digital Equipment Corporation in Detroit selling computer-based design and production automation systems to the auto industry. Next were decades of officer and executive roles in technology-based global organizations including:

- President, Rank Sherr Tumico, Inc. (US subsidiary of The Rank Organization, Plc, London Exchange -Rank Group)
- Executive Vice President, Midwest Systems, Inc.;
- Vice President of Sales & Marketing, CyberOptics Corporation (NASDAQ - CYBE)
- Chief Operating Officer, NT International, Inc. (acquired by Entegris, Inc. NASDAQ—ENTG)

He has conducted business in 14 countries outside North America including patent infringement and distributor termination litigation in Japan and Singapore.

WORST EMPLOYMENT EXPERIENCE — summer job during college collecting and packaging for transport thousands of animal carcasses from life-science research programs.

HOBBIES — All outdoor activities including walkathons for Multiple Sclerosis, fishing in Alaska, pheasant shooting in Scotland and harness training American Saddlebred horses, for pleasure, not racing.

EDUCATION— BSE and MBA, University of Michigan, Ann Arbor, Michigan