

Robert K. Pate

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Professional Summary

Results-driven Sales Executive with 20+ years of experience, consistently performing in the top 1% of sales professionals across multiple organizations. Excel at establishing strong client relationships through a consultative, coaching-oriented methodology rather than traditional transactional approaches. Proven success in consultative, SPIN, Challenger, and value-based selling frameworks, with a demonstrated ability to generate multimillion-dollar revenue growth, mentor high-performing teams, and collaborate effectively with C-suite Executives.

Core Competencies

- Sales Leadership & Strategy (Consultative & Challenger Selling, Negotiation, Deal Closing)
- Growth & Market Expansion (Forecasting, Competitive Analysis, Strategic Partnerships)
- Coaching & Enablement (Client-Centered Coaching, Team Leadership, Training Program Design)
- Technology & Tools (Salesforce, Yesware, ChatGPT, SEO/SEM, Google Ads, BI/Analytics Platforms)

Professional Experience

Senior Account Manager/Trainer/Coach | HomeStars Canada | 01/2024 – 01/2025 | Remote

- One of only 6 top performers (out of 165) retained during mass layoffs.
- Delivered record-breaking deals (\$36K, \$30K, \$42K)—8x company average.
- Surpassed sales quotas by 200%+ month-over-month, generating \$160K new business in 60 days.
- Selected for Angi/HomeStars' Leadership Development Program for performance and leadership potential.

Marketing & Sales Director | Dragonfly Insights | 08/2021 – Present | Remote

- Increased company revenue 125% through targeted campaigns and SEO.
- Boosted engagement by 800% and lead generation by 600%, achieving 3% conversion with Google Ads.
- Designed A/V solutions that enhanced presentations and improved close rates.

Associate Commercial Director | Info-Tech Research Group | 12/2018 – 03/2020 | London, ON

- Secured enterprise contracts averaging \$60K with CIOs/CEOs.
- Implemented COBIT 5 methodologies, reducing client security incidents by 95%.
- Increased revenue 75% with forecasting and market trend analysis.
- Expanded key accounts by 450% through strong executive relationships.

Owner & Operator | RKP Horticultural Services | 03/2008 – 10/2018 | London, ON

- Scaled a landscape construction business to \$1.2M annual revenue.
- Maintained 98% client retention rate.
- Delivered projects on time and within budget consistently.

National Accounts Manager | IKON Office Solutions | 08/2000 – 01/2008 | London, ON

- Exceeded national sales targets by 180%.
- Developed a training program improving new hire performance by 85%.
- Promoted from Key Accounts Executive to National Accounts Manager.

Education & Certifications

- Postgraduate Business Analysis Program | Purdue University (2024–2025)
- Postgraduate Digital Marketing Program | Purdue University (2023–2024)
- AI/LLM/ML & Prompt Engineering | Blockchain Council / Brainstation (2024–2025)
- B.Sc. | University of Western Ontario (1989–1992)
- Computer Engineering | St. Lawrence College (1995–1998)
- RPAS Certification | Victory UAV Drone Training School (2023)

Highlights

- Top 1% sales performer across several organizations (#1 sales rep or consistently among the top).
- Graduate of Angi/HomeStars' Leadership Development Program (Nov 2024).
- Applied AI/ML to optimize sales performance and insights.
- Completed Jeremy Miner's 7th Level Sales Program, mastering advanced persuasion techniques.