

# Dana Scott

Partner & Alliances Business Development Executive



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## OVERVIEW

30+ years of success in strategic business development with large enterprises and procurement solutions. Specific expertise with eProcurement, ERP, business networks, GPOs, supply chain, ePay systems, and multi-level application integrations. Leveraged growth through strong relationships with consultants and thought leaders.

Career sales exceeds \$100M in software, services and channel sales.



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## EXPERIENCE



### – Senior Director Business Development and Partnerships

July 2018 – Present

- Developed and executed all strategic growth initiatives for BirchStreet Suppliers, Partners and Consultants, globally.
- Managed 25+ Partners contributing sales and technology to the customer base.
- Personal achievement – added 10 new partners. Including Group Purchasing Organizations (GPOs), PwC, Capgemini, Source1, Avendra, DSSI, HSM, M3, Appetize, Finexio, Nvoicepay, Youston, and PunchOut2Go
- \$4M bottom-line revenue impact for direct sales team (150% of goal)
- Overall ARR contribution of \$2M on goal of \$1.3M.
- Increased Supplier Network base by 15%.
- Supplier network spend growth added \$100M.
- Major suppliers signed – Grainger, Fastenal, HD Supply, HD Pro, Interline, Ferguson, Wurth, WESCO, MSC, Lowe's, PepsiCo Partners, Coca-Cola, US Foods, and Sysco.
- Directly involved with SLT for strategic planning, product development, software integrations, customer project management leadership, and corporate/industry presentations.
- Sole responsibility for Annual Customer Conference supplier participation – 2019.
- Supplier attendance increased 50% to 23 completing funding the Conference.



### – Senior Customer Engagement Executive

2012 – 2017

- Cloud Renewal Revenue in excess of \$30M – 125% of goal.
- Targeted customer's supplier spend under management with SAP Ariba Spend Analytics tools. Successfully added \$200M in spend to Ariba Network.
- Executive leader paired with the client's executive team to maintain high levels of

## SKILLS

Building Partnerships & Alliances

P2P SaaS

BD go-to-market planning

eProcurement

Contract negotiations

Leveraging 3<sup>rd</sup> party relationships

## REFERENCES

Available Upon Request

service delivery through issue mitigation and escalation management.

- Responsible for SAP Ariba's most significant global clients. Turner Broadcasting, Home Depot, Bridgestone, PepsiCo, Frito-Lay, International Paper, National DCP, Waste Management, Sysco.
- Collaboratively developed account management strategies to ensure profitable growth.
- Create and deliver QBRs with all clients, documenting strategies and tactics to maximize spend savings.
- Responsible for managing compliance to the stated value proposition with each customer. Thereby, increasing SAP Ariba revenue through the existing solutions and adoption of new innovations.
- Major goal is to build on the use of the Ariba Network and plan for effective application of all of entitled subscription software.
- Coordinated large scale onsite and virtual meetings for resolutions.
- Close affiliation with consulting organizations – Accenture, Capgemini, Gartner, Spend Matters, PwC, IBM, Ardent Partners, Genpact, Forrester and MetaProcure.
- Managed 15 go-lives and 100+ contract renewals while in position.

## **Senior Account Executive**

2011 – 2012

- Assigned to a general sales territory, 5 southern states.
- Closed 5 new named accounts combined for \$2.1M total subscription contract value in Sourcing, Contracts and P2P Cloud Application solutions.
- Managed and grew existing clients - Home Depot, American Red Cross, American Tire Distributors, BAE Systems, US Dept of State, DC Govt, SAIC, Leidos

## **Prior Work History (20+years)**

Startups – Precyse, IHS Atrion, Blue Martini, Asera, Agile (acquired by Oracle).

Enterprise Organizations – Oracle, PeopleSoft (acquired by Oracle), Digital

Equipment Corporation, Wang Laboratories, Data General (Partner Manager).

## **Education - Bentley University - Waltham, MA**

B.A. in Accounting, Economics/Finance

## **Personal**

Married, 3 adult children, all pursuing next big thing. Love travel, adventuring, service to others and creating a strong path forward for everyone.



