

MIKE REILLY

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Sales advocate focused on data-driven insights and deep product knowledge. Effective in identifying and defining business problems, developing solutions through iterative testing, and maximizing usage through proactive customer feedback and training. Recognized for building cross-functional systems that allow teams to collaborate on the most important initiatives.

Sales & Marketing Engineer

June 2016 – Present

CORRELATE, San Francisco, CA

- Curate, implement, and report on efficacy of communication strategy for innovative Energy SaaS startup
- Support inbound and outbound sales by increasing conversion of first-time visitors to customers by 40%
- Lead end-to-end SEO strategy, lead management, qualification, outreach, and development
- Increased leads by 380%, increase CTR by 24%, increase open rate by 1200%
- Implement inbound marketing methodology via Hubspot CRM & Marketing tool
- Translate voice of the customer to product development team through direct engagement

Senior Analyst, Project Management

July 2015 – March 2016

SUNEDISON, San Francisco, CA

- Co-managed national channel partner sales accounts, prioritized project timelines, and facilitated deal negotiations from origination through contract signing on 100kW (\$200K) – 10MW (~\$20M) projects
- Conducted market entry strategy, pricing, and due diligence on 100MW+/month (~\$200M) of B2B projects servicing utility, municipal, and commercial customers at global renewable energy development company
- Oversaw internal team of 8 subject matter experts setting objectives and timelines for 30+ projects (~\$80M)

Portfolio Management Analyst

August 2014 – July 2015

SUNEDISON, San Francisco, CA

- Led training for 600+ employees to establish standard operating procedure for new functionality in project management software, utilizing surveys and continuing education to ensure proper usage
- Created company's first comprehensive diligence process aimed to identify project risks in deadline-driven environment allowing target closing volume to scale 4.5x YoY from 75MW (\$150M) to 300MW (\$650M)
- Managed data architecture standards for project management software, developing ability to track project milestones and compile key data into a standardized management presentation utilized on all US projects

Asset Management Analyst

October 2012 – November 2013

GREEN LAKE CAPITAL, San Francisco, CA

- Built relationships with lenders, increasing trust and transparency by creating tailored automated reporting system, resulting in lower cost of capital by 2.15% and accruing \$3.8M on value of funds
- Identified opportunities to mitigate financial risk, including creating new contract language to cover operational revenue losses resulting in \$4.2M in savings over portfolio contract length
- Managed migration of energy management systems to optimize performance of operational assets

Inside Sales & Marketing Intern

September 2012 – October 2012

YGRENE ENERGY FUND, Sacramento, CA

- Qualified supplier and contractor partnerships enabling growth of Clean Energy Sacramento's PACE financing program
- Developed customer engagement strategies to secure partnerships with energy efficiency companies

Rural Development Intern

September 2009 – October 2010

SEVA MANDIR, Rajasthan, India

- Assisted with launch of livelihood intervention project, leading to a 7% increase in GM for a lentil-processing enterprise
- Co-developed new agricultural business model with local farmers to integrate with local business customs

Software Product Management (SPM)® Certification

2016

PRODUCT SCHOOL, San Francisco, CA

- 8 week course in product development, inbound & outbound digital marketing, user persona research, A/B testing

Environmental Economics, B.A.

Class of 2012

UNIVERSITY OF REDLANDS, Redlands, CA