



# MIKE RISICK

Creative Thinker

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mikerisick@gmail.com

[LinkedIn Profile](#)

## PROFILE

An esteemed Award-Winning Sales Leader with over two decades of performance driven expertise and almost a decade in SaaS. Passionate for cultivating transformative business relationships and problem solving, my mature understanding of technology and customer needs has consistently delivered revenue goals in a marketplace in motion. I am fueled by an entrepreneurial spirit, my approach is hyper focused on building tailor made partnerships that meet and exceed the needs of clients and adding value to the success and culture of my employer. Coupled with an uncanny ability to infuse intrinsic value into every interaction, I have consistently outperformed sales targets by masterfully nurturing and expanding high-yield pipelines.

## EDUCATION

**Bachelor of Arts, Dual Degree in Marketing & Management**  
Northwood University

## KEY STRENGTHS

- Account Development
- Client Acquisition & Retention
- Competitive Selling
- Relationship Management
- Revenue Generation
- Pipeline Development
- Sales Process Management
- Market Expansion
- Stakeholder Communication
- Customer Experience

## AWARDS

- Key Performance Indicator Award, 2017, 2018, 2019, 2020, 2021, 2022
- Senior Sales Executive of The Year, 2019, 2020, 2021, 2022
- Pinnacle Award, 2019, 2020, 2021, 2022

## EXPERIENCE

2017  
-  
Present

### Pro Exel Media

#### Sr. Sales Executive/Sr. Account Manager

- Generated account base by 500%, from 40 partners to 200+ and secured high-value accounts with \$50,000+ MRR; steward a flourishing portfolio of 200+ accounts to ensure KPIs are met
- Development and mentorship of a dynamic sales team of 5, adept at leveraging market insights, handling objections, and driving consultative upselling to optimize revenue streams.
- Synthesize profound product expertise and insights to architect and champion innovative solutions, consistently securing engagement with C-Suite leaders across diverse sectors, highlighting versatility and adaptability in sales approach.

2010  
-  
2017

### Mike Risick Productions


#### President/Producer/Assistant Director


- Founded and spearheaded a content production company, fostering executive-level relationships with prominent brands like AT&T, Red Bull, and National Park Service, driving revenue from inception to an impressive \$360K annually through strategic client relations and innovative content strategies.
- Produced and facilitated renowned video content for major players such as AT&T, PBS, Vans, and Fox Sports, with features across global platforms, including YouTube, Red Bull TV, and Canal Off; notably contributed to "In America" with James Earl Jones.
- Championed and managed a talented team spanning athletes to production staff, excelling in roles from Producer to Assistant Director, ensuring consistently high-quality content and elevating brand narratives for a diverse client portfolio.



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## AWARDS



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Pinnacle Award, 2019, 2020, 2021, 2022



## EXPERIENCE, CONTINUED

2010  
-  
2006

### The R.I.C. Agency

#### President

- Launched and grew a thriving insurance agency, forging strategic partnerships with 20+ multi-line carriers and tailoring innovative insurance packages; this meticulous approach led to securing 750+ accounts, generating \$15M in sales over 3.5 years, and selling the business profitably for \$400K.
- Pioneered effective marketing strategies, events, and promotions to boost brand visibility, leading to consistent growth in sales revenue by staying abreast of market trends and seizing new business opportunities.
- Maintained a stellar 96% client renewal rate year-over-year through leading a high-performing team of Customer Service Representatives, delivering unmatched customer service, and continuously offering enhanced value to clients.