

Daniel V MacKinnon

Vice President of Sales

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WORK EXPERIENCE

OneNeighbor, Inc

October 2019 – Present

Co-Founder | Chief Revenue Officer | Board of Directors

Frisco, TX

- Built a technology platform connecting homeowners with local service providers, utilizing neighborhood group purchasing and co-location to drive significant cost-savings while optimizing provider routing & scheduling.
- Develop and command go-to-market & business strategies, strategic planning, sales goals, sales management, account management, marketing strategies, business development, budget, forecasting, customer satisfaction, and P&L.
- **Launched 4 major markets** through market research, calculated go-to-market strategy execution, and strong leadership.
- **Acquired 15K+ subscribers** at a low \$25 CAC through successful digital marketing strategies and demand generation.
- **Achieved \$4.4MM ARR** by building a strong brand identity and negotiating profitable partnerships with 550+ providers.
- **120K+ jobs completed** with an average customer satisfaction score of 4.87/5.
- Recognized as **Best Home Services App** by TECHWIBE & **101 Most Innovative Apps** by Best Startup Texas.
- **Acquired \$2.2MM in fundraising**, including a seed-round led by Mucker Capital. Bootstrapped initial 12 months.

Valify, Inc (Acquired by HCA Healthcare January 2020)

March 2019 – July 2020

Vice President of Sales & Marketing

Frisco, TX

- Responsible for overall sales and marketing leadership, strategy, sales management & operations, sales process, budget & forecasting, account management, hiring & training, product management, demand generation, and driving revenue growth of healthcare analytics software to c-suite executives of GPOs, hospitals, and health systems.
- Designed, developed, and launched the Valify Marketplace, generating **\$150K MRR within 60 days**.
- **Grew revenue 320%** in 8 months by negotiating 3 of the largest deals in company history, **leading to HCA acquisition**.
- **Increased conversions 30%** by improving sales process, training sales personnel, and implementing sales automation.
- **Improved margins 17%** by reducing acquisition costs through cost analysis and improving marketing efficiencies.
- **Earned #169 in INC 5000** Fastest-Growing Private Companies and **Top 50 Healthcare Companies** by CIOReview.

MultiView, Inc

January 2014 – March 2019

Senior Director of Sales

Irving, TX

- Led healthcare division as an individual contributor and team leader, managing 120+ sales directors, managers, and inside sales professionals selling digital association and programmatic advertising campaigns to SMB and enterprise companies.
- **Awarded as the highest earner in company history**.
- **5X top revenue producer and president's club award winner** (2014-2018), out of 400+ sales professionals.
- **Consistently achieved 150%+ of quarterly sales quotas 5 years in a row and exceeded team goals 125%**.
- **Generated \$74MM in revenue** and managed a personal portfolio of 350 clients (including 120 Fortune 500 companies).
- Developed partnerships with healthcare associations such as ACEP, AAP, & AAFP and presented at annual meetings.

EDUCATION

Central Michigan University

December 2013

Bachelor of Arts: Entrepreneurship, Professional Sales & Marketing

Mount Pleasant, MI

- Recipient of Dean's List Academic Achievement Award
- Pi Sigma Epsilon- Zeta Nu Chapter (Professional Sales Fraternity)

SKILLS

- **Skills:** Leadership, emotional intelligence, diplomacy, listening, sales management, sales strategy, sales goals, sales operations, GTM strategy, sales process, business strategy, strategic planning, public speaking, conflict resolution, account management, demand generation, communication, marketing strategy, negotiation, advertising, and business development.
- **Technical Skills:** Google analytics, Google ads, Google tag manager, programmatic, SEMrush, CRM, SEO, SEM, Adobe Suite, Microsoft Office Suite, web design, email marketing, Hotjar, Mailchimp, Ahrefs, Zendesk, Hubspot, and Salesforce.