

Ryan Vanshur

Greater Phoenix Area

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Summary

I have over a decade of experience working alongside C-Level leaders, enhancing tech company performance by optimizing GTM operations and making it easier for teams to meet and exceed their targets. Specializing in Sales Management and Curriculum Design, I transform new Go-To-Market reps into top performers, simplifying complex processes like training and onboarding, pipeline management, forecasting, and reporting to enhance decision-making and focus on core roles. Known for my hands-on leadership, I drive teams to surpass their goals and foster cross-departmental collaboration. My approach to operations management integrates simple yet powerful tools with core Customer Relationship Management (CRM) tools, like Salesforce and HubSpot, that cut through complexity, revealing key business intelligence insights and enabling smarter leadership decisions - which helped contribute to 100% YoY ARR Growth in 2017, 2018, and 2019 and 150% ARR Growth in 2020 at CourseKey.

Experience

VP of Sales Enablement & Revenue Operations | Co-Founder

CourseKey

Jan 2021 - Feb 2024 (3 years 2 months)

Designed, implemented, and managed a comprehensive operational tech stack with tools like HubSpot, Salesforce, Gong, and ZoomInfo, ensuring seamless integration and maximizing the ROI from all solution investments.

Consistently delivered 95-100% of all quarterly OKRs, including individual contributor quota attainment of new business, cross-selling, and expansion revenue.

Collaborated with CFO and Accounting to lead a revenue recognition project that achieved 100% investor reporting confidence and established new document and deal desk programs, reducing contract errors by 90% and speeding up contract processing.

Launching an LMS for new hire onboarding and role-specific training, cutting time to productivity by up to 50%.

Developing a Skill-Specific Coaching Program to enhance teams' GTM processes and data management.

Implemented an outbound call process that improved the SDR call/conversation rate by 10X.

VP of Client Success | Co-Founder

CourseKey

Oct 2017 - Jan 2021 (3 years 4 months)

Led Client Success to maintain a stellar 99% retention rate and achieve 150% net revenue retention in 2020, managing our largest 100 accounts.

Contributed to 100% YoY ARR Growth in 2017, 2018, 2019, and 150% ARR Growth in 2020.

Executed the design and development of CourseKey's Client Success programs, including Client Training, Onboarding, Expansion, Renewals, and Support programs after the company transitioned to an Enterprise B2B SaaS revenue model.

Implemented and launched a custom, self-hosted Canvas (LMS) Learning Management system to support end-user training and certifications for new clients to scale training and improve adoption rates for over 1000 certified CourseKey Admins.
Achieved World-Class Support Benchmarks, including 90-95% overall end-user satisfaction scores.

 **VP of Sales and Marketing | Co-Founder**

CourseKey

Jul 2014 - Oct 2017 (3 years 4 months)

Led the GTM Outside Sales campaign that earned over \$1 million in B2C revenue in the first 24 months while closing 50% of the total business as an individual contributor, which helped the company to raise ~\$30M in venture capital.

Pivoted from Outbound Sales motion to Inside/Hybrid Sales, increasing territory coverage by 300%.

Designed, implemented, and managed a comprehensive operational tech stack with tools like HubSpot, Salesforce, Gong, and ZoomInfo, ensuring seamless integration and maximizing the ROI from all solution investments.

Launched a Full Sales Cycle motion that allowed a small 5-person team to close, onboard, train, launch, and renew over 100 of CourseKey's first customers.

 **Store Manager**

T-Mobile

Jun 2011 - Aug 2012 (1 year 3 months)

 **Regional Sales Trainer**

AT&T

Aug 2008 - Sep 2011 (3 years 2 months)

 **88M - Transportation Specialist**

US Army

Jan 2004 - Mar 2008 (4 years 3 months)

Education

 **San Diego State University**

Bachelor of Arts (B.A.), International Business

Cum Laude with a specialization in Business, Politics, and Spanish

 **Victor Valley College**

Associate of Science (A.S.), Business Administration and Management, General Academic Distinction

Licenses & Certifications

 **Inbound Certification - HubSpot Academy**

 **Inbound Sales Certification** - HubSpot Academy

 **Sales Software Certificate** - HubSpot Academy

 **Project Management Basics** - GoSkills.com
15315099


 **Project Management for Team Members** - GoSkills.com
75219517


 **Cold Calling Frameworks** - ClozeLoop University
smqhcc1atu

 **Active Listening Techniques** - ClozeLoop University
vz0xa9gnoi

 **B2B Email Advantage** - ClozeLoop University
jjpqy1cxeh

 **Triangle Selling Certification** - ClozeLoop University
df5nz1bvro

 **Security Awareness Training, Employee Internet Security** - Udemy
UC-4d89b5a3-4815-bde9-5d9d834ababc

 **Diversity, Equity and Inclusion Training** - EdApp
02937f9d-a9f4-4307-bd6e-706828d88eaf

Skills

Strategic Initiatives • Operational Excellence • SaaS Sales • New Business Development • Performance Metrics • Sales Enablement • Forecasting • Renewals • Cross-Selling • MEDDIC Sales Methodology

Honors & Awards

Brian Schultz Memorial Scholarship - Brian Schultz Memorial Foundation

Aug 2013

Winner of a \$4,000 scholarship.

CIBER International Business Endowment Scholarship - Department of Business Administration - San Diego State University

Oct 2013

President's List - Victor Valley College
Fall: 2010 | Spring: 2011 | Fall 2011 | Spring 2012

Dean's List - San Diego State University
Fall: 2012 | Spring: 2013 | Fall: 2013 | Spring: 2014 | Fall: 2014 | Spring: 2015

Dorothy Allshouse Memorial Endowment Scholarship - Dorothy Allshouse Foundation
Apr 2014
Winner of a competitive \$10,000 scholarship.

Michael and Christine Pack International Business Endowed Scholarship - International Business Department - San Diego State University
Apr 2014

Conrad Clement Memorial Scholarship - Conrad Klement Family Foundation
May 2014

Leadership Award - Phi Eta Sigma National Honor Society
Oct 2014
Award recipient at the 42nd National Convention in Charleston, SC.

SDSU 2104 Homecoming Court - San Diego State University
Nov 2014
One of seven in the SDSU 2014 Homecoming Court. In addition to academic achievement, the level of leadership and service to the community are also considered.

Nominated by the Honors Council.

2015 Quest for the Best Award - Vice-President of Student Affairs - Erick Rivera
Apr 2015
The "Quest for the Best" awards seek to recognize outstanding student leaders who have typified and promoted the mission of the university. This Vice Presidential Student Service award is given each April to the "best of the best" at SDSU – those students who excel academically and through community and campus involvement. This award recognizes individual excellence in academics, campus involvement, and community service. 2015 marks the 29th year of the Quest for the Best award at San Diego State University.

Honorary Member Distinction - Phi Eta Sigma Adviser - Christine Molina
Mar 2015

Awarded the honorary member distinction for outstanding service and leadership during my tenure as an executive and peer mentor.

2015 SDSU Student Entrepreneur - Elliot Hirshman Philanthropy Dinner -

President - Elliot Hirshman

Mar 2015

Selected as the student entrepreneur to attend the annual President's Philanthropy Dinner to represent student entrepreneurs and thank the donors responsible for the programs who help students pursue their business ideas.

1st Place Audience Pick - 2015 Zahn Innovation Challenge

Mar 2015

Won 1st place in the Zahn Innovation Challenge 45-second Quick Pitch competition and a \$1,000 cash prize for Course Key.

Top 10 Student Company in the World - 2015 IBMC Competition - International Business Model Competition

May 2015

The International Business Model Competition represents the first competition of its kind in the world and is part of a ground breaking approach to entrepreneurship that focuses on the process of improving the inputs into entrepreneurship rather than the outputs. Specifically, rather than focusing on outputs like business plans or fundraising, this new approach focuses on the key tasks of testing assumptions in the field and developing validated business models which is manifest through deep customer interaction and traction.

The IBMC is open to all students enrolled at an accredited institution of higher education anywhere in the world. Past year's competitions have seen thousands of student teams from hundreds of schools around the world participate. The competition is sponsored by the Rollins Center for Entrepreneurship & Technology at Brigham Young University and is co-hosted by Harvard and Stanford.

1st Place - Lavin Lean Model Competition

Apr 2015

The Lavin Entrepreneurship Center and San Diego State University are proud to present the 3rd Annual Lean Model™ Competition. The competition was created to help engage students in the paradigm shift taking place in entrepreneurship. Over 85 percent of new businesses fail within the first five years of taking their product or service to market. It has been proven, in today's high speed environment a business plan is obsolete before it is finalized.

The competition assists and rewards student start-ups that develop a business model, shape their idea into the form of a presentable prototype, and validate the prototype through direct customer interaction and feedback. Students are rewarded for the evolution of their product or service based on customer interactions. Student teams are not expected to have market ready products, but are expected to show multiple customer interactions and product pivots as a result.

1st Place and Best Company Showcase - 2015 Zahn Innovation Challenge

Dec 2015

Won 1st Place and Best Company Showcase Awards in the 2015 Zahn Innovation Challenge. Pitched a board of local San Diego Venture Capitalists and Angel Investors and completed a 45 second quick pitch competition.