



**Chris Egner** is a dynamic sales leader that has delivered more than 1.6 billion dollars of revenue and remarkable sales growth during his career at companies ranging from start-ups to fortune 500 companies. He is a recognized expert in strategy, sales execution, market expansion and global business development. His experience includes leading high-performance sales & marketing organizations, designing & executing go-to-market strategies, and establishing sales channels world-wide.

Over the past 30 years Chris has accomplished extraordinary revenue growth, international expansion, enhanced enterprise valuations, organizational turnarounds, strategic partnerships, an IPO, and numerous M&A events.

#### Focus:

- **Business Growth**
  - Sales organization expansion, motivation, compensation, and leadership
  - Business development via key customers, market verticals, and geographies
  - Channel & Distribution model creation and partner recruitment
- **Organizational and Team Development**
  - Sales training, coaching, and mentoring
  - Company branding, organizational alignment, & culture
  - M&A planning, due diligence, and integration
- **Strategic Planning**
  - Company and Sales Strategy, business planning, & process development
  - Go-to-Market and Strategic Account planning, Plan of Record, Forecasting
  - CRM tool implementation and utilization

#### Experience:

- President and managing partner of Ottawa based XSTradas Inc. XSTradas provides business growth consulting services to Canadian companies looking to increase their revenue with improved sales execution, new market / strategic customer penetration, or global expansion.
- President, Oclaro Canada and VP of Sales, Oclaro Inc., a publicly traded technology company based in San Jose, California. Oclaro was purchased in Dec. 2018 by Lumentum for \$1.8B having doubled its revenue and tripled its GPM in the preceding 3 years.
- One of the founding management team at Ottawa based BTI Systems. Chris was responsible for all commercial aspects of the company included developing the go-to-market strategy, building the marketing and sales organizations, establishing sales channels, and helping close several rounds of VC financing. During his time at BTI, Chris grew sales globally and participated on multiple international trade missions with the Canadian Prime Minister and the Premier of Ontario to sign multi-million-dollar sales agreements. BTI was purchased by Juniper Networks.
- At Nortel Networks, Chris was the driving force behind the company's VoIP software sales transition to a SaaS model. He led an international sales organization that closed software service agreements with some of the world's largest ISPs, web portals, search engines, and telecommunications carriers.
- Chris began with Ottawa based Dynasty Components Inc. as a regional sales manager and ultimately led the organization as the General Manager and Head of Sales. Under Chris' guidance, Dynasty grew to become Canada's largest semiconductor manufacturer's representative and had a successful IPO on the Toronto Stock Exchange.

#### Education:

- Oxford University (Oxford, UK) – Business
- UC Berkley (California, USA) - Strategy & Leadership
- Queen's University (Canada) – Marketing

For more information about Chris, connect with him on LinkedIn:

<https://www.linkedin.com/in/chrisegner/>