

CHRISTINA HERNANDEZ

Castle Rock, CO (Denver Metro) | (619) 417-4961 | christinafh100@gmail.com | linkedin.com/in/christinahernandez1

Project Portfolio: christinaprojectportfolio.netlify.app

SUMMARY

Second-line B2B sales leader with 15+ years in B2B sales and over 5 years leading and scaling Enterprise and SMB sales teams through high-growth, high-change environments, including a recent industry acquisition and consolidation. Most recently led the full SMB organization as VP of Sales at a newly launched media company, sales, channel partnerships, operations, account management, and retention all reporting in, and directed sales strategy across a 9-state division with strategic reach across 500+ sellers and leaders at Comcast Business. Skilled at designing 0-to-1 go-to-market motions, driving forecast discipline and pipeline rigor, and partnering with channel and systems engineering teams to turn cloud, subscription, and cybersecurity/networking solutions into predictable, repeatable revenue. Consistent record of exceeding quota, developing manager-level talent, and leading sales teams through organizational change.

CORE COMPETENCIES

Team Scaling & Manager-of-Managers Leadership | MEDDPICC & Cloud/Subscription Sales Leadership | Sales Process Optimization & Metrics Management | Forecasting, Pipeline Inspection & CRM Discipline | 0-to-1 GTM Motion Design & National Replication | Channel Partner Strategy & Management | Complex 7-Figure Deal Negotiation | Post-Acquisition & M&A Sales Leadership | Talent Development, Coaching & Career Progression | Second-Line & Cross-Functional Leadership | Executive & C-Suite Engagement | Compensation & Incentive Program Rollout

EXPERIENCE

EVERPASS MEDIA II, LLC

Denver, CO

Vice President of Sales, SMB

Jun 2026 – Aug 2026

Role Eliminated – Company Acquisition

- Hired as VP of Sales, SMB, owning an \$86M annual contract value quota and leading the full SMB organization: a VP of Channel Partnerships, a Director of Operations, an Account Manager, two Account Executives, and a Sales Trainer all reported in, plus a Retention Manager in active hiring.
- Scaled the live agent call center team from 8 to 15, training toward 30, while layering an AI bot on top: overflow coverage on inbound, and outbound dialing during business hours to reach more decision-makers, handing off interested prospects to live agents.
- Began building the infrastructure every department needed, rules of engagement, activity expectations, marketing collateral, training and onboarding, while using Claude to design new reporting dashboards during a CRM transition.
- Had just started the business case to expand the direct Account Executive team when the sales organization was eliminated due to the company's acquisition.

COMCAST BUSINESS

Denver/Centennial, CO

Director of Sales Strategy – Enterprise & SMB Acquisition, West Division

Dec 2024 – Dec 2025

Role Eliminated – Nationwide Reorganization

- Directed second-line sales strategy across a 9-state division, leading 3 senior sales strategy managers directly with strategic reach across 500+ sellers and leaders; partnered with VP leadership to set priorities and scale a high-performing sales organization.
- Owned new-business quota responsibility across SMB and Enterprise acquisition field teams in the West Division, \$120M+ annually in new recurring revenue (~\$360M in total contract value at an average 3-year term); achieved 100% of Enterprise targets while driving a 2X increase in high-value, complex deal volume through improved qualification rigor and forecast accuracy.
- Led go-to-market strategy and channel partnerships for a cloud-delivered, subscription-based secure networking and cybersecurity platform built on Cisco Meraki (SD-WAN, WiFi, switching, unified threat management), partnering with Product, Sales/Systems Engineering, and Channel teams to equip sellers and scale adoption across Enterprise and SMB.
- Founded and scaled a 0-to-1 mobile sales motion, guiding performance across 28 people (8 managers coaching 20 sellers) through direct manager training and coaching oversight; with just 8% of the org's headcount on the pilot team, delivered 25% of the org's total mobile revenue in nine months, becoming the operating model for national expansion.
- Proposed compensation plan changes that were adopted and helped roll out across the team, and built the talent progression pipeline for the sales strategy team, strengthening seller readiness and long-term revenue capacity.
- Championed MEDDPICC adoption and evangelized Salesforce discipline for pipeline inspection and forecasting; later led the Salesforce-to-Dynamics migration and built a Smartsheet-based form that automated email workflows off seller input, cutting out manual follow-up steps.
- Identified millions in preventable revenue leakage and led a cross-functional partnership with Marketing, Product/Engineering, Operations, Customer Success, and Finance to standardize and automate pre- and post-sale processes, securing national pilot approval.

COMCAST BUSINESS

Denver, CO

Field Sales Manager – Mountain West Region

Apr 2021 – Dec 2024

- Led a multi-state team of 6 quota-carrying Senior Business Account Executives with embedded Sales/Systems Engineers integrated into weekly huddles and coaching cadence; delivered 149%+ of team quota annually with 83%+ team participation over four years.
- Ranked #2 Sales Leader in the West Division in year one, then #1 for three consecutive years, earning four consecutive President's Club awards.
- Hired, coached, and developed sellers into next-level roles (Field Manager, Indirect Partner Manager, Enterprise Account Executive), with 2–3 team members reaching President's Club annually.
- Served as acting Director during leadership gaps, maintaining continuity in strategy, forecasting, and execution.
- Built outbound pipeline discipline and Salesforce-based deal inspection standards, improving forecast predictability.

COMCAST BUSINESS

Englewood, CO

Enterprise Account Executive

May 2018 – Apr 2021

- Managed the full-cycle enterprise sales process from discovery through close, negotiating complex, multi-stakeholder deals with technical, financial, and executive decision-makers.
- Saved and expanded an at-risk Fortune Global 500 account worth \$3.6M in contracts within 3 months of ownership by restructuring complex agreements and aligning executive stakeholders.
- Owned a protected portfolio of up to 20 keeper enterprise accounts, driving retention, upsell, and long-term account growth alongside new business acquisition.
- Consistently exceeded 120% of annual sales targets; maintained rigorous Salesforce pipeline discipline to support accurate forecasting and territory planning.

DONNELLEY FINANCIAL SOLUTIONS

Denver, CO

Project Manager / Financial Account Specialist II

Apr 2016 – Feb 2018

- Managed enterprise client relationships and delivery of complex regulatory projects with 100% accuracy, partnering with C-suite executives and legal teams on high-stakes engagements.

ZILLOW GROUP

Centennial, CO

Account Manager / Account Executive / Operations

Mar 2012 – Apr 2016

- Managed a SaaS portfolio (CRM, lead management, marketing automation), driving retention, upsell, and expansion across the full customer lifecycle; earned three promotions in four years while navigating Trulia's IPO and subsequent Zillow acquisition.

KONICA MINOLTA BUSINESS SOLUTIONS

Englewood, CO

Named Account Executive

Sep 2010 – Apr 2011

- Drove revenue growth through new business acquisition and prospect development, expanding recurring managed services within existing large accounts.

AWARDS & RECOGNITION

- President's Club, Comcast Business (2021, 2022, 2023, 2024)
- Sales Leadership Rally Winner, Mountain West Division Leader (2024)
- Sales Leadership Rally Guest Panelist (2023)
- Best of the West, Multiple Quarterly Awards (2019–2024)
- Leadership Council of Excellence, Multiple Monthly Awards (2021–2024)

EDUCATION

- University of San Diego, Bachelor of Arts in English
- HDSR Agentic AI Intensive (in progress)
- Accounting Fundamentals, Corporate Finance Institute

COMMUNITY INVOLVEMENT

Food Bank of the Rockies, Volunteer, Denver, CO | Dress for Success, Volunteer, Denver, CO