

John D. Vairo

267.337.4223
Doylestown, PA

John@haynergroupp.com

Recent Career history and performance

John D. Vairo – Operational Executive, Sales and Channel Executive

The Hayner Group, Doylestown PA

2015-Present

The Hayner Group enables technology companies to aim higher and achieve more with proven strategies

For repeatable success. Leveraging our unique blend of sales expertise, business acumen, technical

Knowledge and industry experience, we identify and execute on the initiatives that will yield for our clients the most return in revenue and value.

- Understand and optimize all organizational areas' connection to sales
- Develop and launch Channel Distribution Programs
- Multiply results from sales and marketing efforts through lock step integration of planning and execution
- Assume provisional Chief Sales Officer role as needed
- Determine hiring needs and source qualified talent
- Assess product portfolios to identify growth products, core products and opportunities
- Develop sales models and implement go-to-market strategies
- Assess and determine most appropriate exit strategies
- Mergers & Acquisitions
- Investments in earlier stage technology companies

Co-Founder

Amster, Vairo & Assoc.

2012-Present

We are business advisers with decades of experience including our own successful start-up company build which we managed into a successful exit. We know firsthand the issues and challenges you face, having been there. We are experienced and have done it all before.

For companies seeking strategic direction and tactical initiatives, we ask? What is your sales strategy? How will you take your product/service to market? Who is your target market? How much does customer acquisition cost? What is your strategy for gaining awareness from the investor community? We help companies solve these issues and create sales.

Partner
Phase II International 2001-September 2010
Management consulting focusing on marketing/sales, and Angel Investing. Focus on software and technology companies, owned by individuals as well as by Private Equity and Venture Funds.

Vice President (after acquisition of my firm)
Braun Consulting 1999 – 2001
Responsible for sales and sales forecasting, working with sales teams in meeting quarterly sales targets. Meeting quarterly sales forecasts for a public company.

Co- Owner/Founder
Emerging Technologies Consultants, Inc. 1993-1999
Co-owner and founder of Emerging Technologies Consultants, Inc. (ETCI) a software and professional services company, selling to Fortune 100 companies with offices in Mt. Laurel NJ and Reston, VA. My focus was on sales, channel and partner development. Company sold via M&A to Braun Consulting (NASDAQ), Dec. 1999.

Molecular Simulations
Sales Manager 1990 – 1992
Software sales for molecular analysis, pharmaceutical and materials science market with focus on Fortune 500 customers.

Oracle Corporation
Sales and Sales Manager 1988-1990
Joined Oracle when the company first went public. Pharmaceutical vertical marketing group, sales. Won sales awards in 1989 and was promoted to set up a chemical industry vertical marketing group, as sales manager. Recruited and hired a sales team to focus on this new vertical market group within Oracle. Strong focus on developing channels and partners.

DuPont Information Engineering Associates
Salesmen 1985-1987
DuPont IEA was consulting organization within DuPont that utilized CASE tools and their proprietary consulting methodology. Customer base was Fortune 1000 companies. My responsibility was sales.

Business Community involvement

Past adviser and adjunct professor with Temple Universities M.B. A. program (Management Consulting Practicum). Currently a mentor with PhillyStartupLeaders.org, meeting monthly with twelve early to mid-stage companies.