

Louis Hayner

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Recent Career history and performance

Managing Partner

The Hayner Group, Woolwich NJ

2013-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.

- Assess and refine corporate branding and messaging
- Understand and optimize all organizational areas' connection to sales
- Multiply results from sales and marketing efforts through lock step integration of planning and execution
- Assume provisional CRO, CSO, or CMO roles 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

Chief Sales Officer

Alteva, Philadelphia PA

2005-2013

Responsible for top-line corporate messaging and sales and marketing business plans, budgets and revenue targets. Other positions held include Director of Sales and Vice President of Sales.

- Built corporate strategy that delivered over 60% annual average growth over five years, while maintaining a less than 1% customer churn rate
- Launched and Expanded Alteva's Sales, Marketing, Account Management and Sales Engineering Departments
- Highlighted speaker at numerous industry related engagements including Microsoft World Partner Conference (WPC), Microsoft Hosting Summit, Channel Partners Conference & Expo, and IT Expo
- Created and Implemented the Alteva propriety Sales Model
- Created the 1st Industry UC Sales Certification Program
- Developed and launched company wholesale program
- Created national Channel Program
- Designed the Alteva Sales Hiring Process
- Launched, Managed and Expanded the Alteva PR initiative
- Managed 3 Company Wide Re-Branding initiatives

Education

Widener University, Bachelor's Degree in Biology

1997

Recognition

- Recognized as one of ExecRank's 2012 Top CSO's and Sales Executives
 - Named a 2012 CRN Top Channel Chief
 - Increased annual revenue from \$300k to over \$6.5m within five years
 - Negotiated merger & acquisition of Alteva sale worth over \$17m to Warwick Valley Telephone
 - Developed industry's first UC Certification Program
 - Developed a VoIP security and authentication process (Patent Pending)
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Memberships

Alpha Sigma Phi Member

Union League of Philadelphia Member

Greater Philadelphia VoIP & Telecommunications Forum Founding Member

Association of Contingency Planners (ACP) Founding Member and Director of Education

Philadelphia Business Journal "Who's Who" Executives and Professionals