

Reid Thompson

B2B SALES EXECUTIVE • REVENUE LEADERSHIP • GTM TRANSFORMATION •
AI-ENABLED OPERATIONS

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Multi-state B2B leader with more than a decade at Verizon, now directing an approximately 40-person Upper Midwest organization across a \$120M+ annual revenue portfolio. I build leadership benches, install the operating discipline that turns strategy into field execution, and apply AI to the practical work of running a sales organization.

REVENUE LEADERSHIP	LEADERSHIP DEVELOPMENT	COMMERCIAL TRANSFORMATION
B2B growth · Forecasting · Pipeline discipline · GTM execution · Performance management	Leader-of-leaders coaching · Succession planning · Talent systems · Sponsorship · Culture	Change leadership · Sales enablement · Operating rhythm · Applied AI workflows

— EXPERIENCE

Verizon

MAY 2014 — PRESENT · MINNEAPOLIS–ST. PAUL

OCT 2023 — PRESENT

Director, Small & Medium Business Sales

- Lead a multi-state Upper Midwest organization — 5 senior managers and roughly 35 account managers across 7 states — carrying a \$120M+ annual revenue portfolio.
- Grew revenue **~10% year over year** on an unchanged territory (2025 vs. 2024), ranking in the **top 6% of directors companywide** for full-year 2025 — with two senior managers in the national top 10 and four account managers in the national top 5%.
 - Leading the shift from a store-embedded support model to a fully field-based, hunter-first go-to-market: outbound-sourced customer growth **up 22% year over year** and fixed-wireless revenue up 23%.
 - Ranked **#1 in the West in outbound-sourced growth for 2024** (117.6% of quota) in first full year as Director, after inheriting an underperforming team.
 - Built AI-assisted leadership routines for meeting preparation, reporting, and coaching follow-up, with human-review guardrails that keep judgment with the leader.

APR 2018 — OCT 2023

Senior Manager, Small & Medium Business Sales

- Delivered 107% of net-adds quota and 110% of sales dollars in 2023; introduced the "30 by 15" prospecting standard that drove outbound-sourced growth to **143% of target**, nearly doubling it year over year.
- Across manager and director tenure, developed and sponsored **24 people into expanded roles** — Senior Account Manager, Client Executive, Associate Director, and Chief of Staff — including six or more into formal people leadership.

JAN 2017 — APR 2018

Business Specialist Advised small and medium business customers; built the consultative foundation for later leadership roles.

MAY 2014 — JAN 2017

Solutions Specialist Customer-facing technology sales; earned President's Cabinet as an individual contributor.

EDUCATION	RECOGNITION	APPLIED AI & COMMUNITY
University of Minnesota Crookston B.S., Business Management · 2016–2022, completed while working full-time	President's Cabinet (2016) · Winners Circle, multiple · Race to the Finish, Q4 2020 · All In Award · Sole of SMB, Q2 2022	Builder of Sage, an AI-powered meal-planning app — product strategy and hands-on prototyping. Volunteer with Feed My Starving Children and 30 for Freedom.