



MICHAEL D. SANDERS

Jackson County Executive
EXECUTIVE ORDER NO. 14-10

**TO: MEMBERS OF THE LEGISLATURE
CLERK OF THE LEGISLATURE**

**FROM: MICHAEL D. SANDERS
JACKSON COUNTY EXECUTIVE**

DATE: APRIL 21, 2014

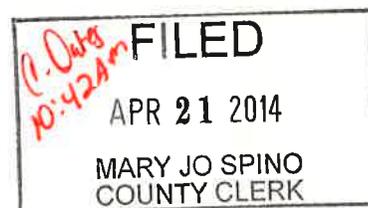
RE: APPOINTMENT OF DIRECTOR OF INFORMATION TECHNOLOGY

I hereby appoint Kenneth D. Larson as Director of Information Technology, effective April 21, 2014, to fill the vacancy occasioned by the resignation of William J. Noll. A copy of Mr. Larson's resume is attached.

Michael D. Sanders, County Executive

Dated: _____

4/21/2014



KENNETH D. LARSON

4545 Kenwood • Kansas City, MO 64112
816.309.6462 • kendlarson@gmail.com

SENIOR SOFTWARE SALES DIRECTOR
16 years of quota attainment and growth

Intense, entrepreneurial sales executive with a 15+ year track record of dramatic quota exceeding achievement. Proven and recognized success driving high double digit, multimillion dollar sales growth through cutting edge delivery models including: SaaS, subscription based, Pay – per – Click and Cloud based. Award-winning sales achievement in hyper competitive markets through creative sales tactics, fearless cold calling, prospecting and lead generation, c-level relationships, unique deal structuring, tight, rapid, qualified sales progression and ability to find money where many others may not. Widely known for developing virgin territories, white space and turnarounds. Ability to move substantially above average number of transactions simultaneously. Exceptional at growing existing transactions through negotiations, time value, and accounting treatment tactics. Gifted negotiator on both sides of transactions. Recognized for leveraging informal channels both internally and externally.

Core Competencies

• Big Data, Hadoop platforming, tooling, provisioning, analytics, Cloud, Data Science, Statistical analysis and mpp in memory grid sales and consulting experience for numerous use cases. • Extensive knowledge of competitive landscape including, Exadata, Pivotal, Cloudera and Hortonworks • Seibel, Salesforce.Com, Sugar, Goldmine and Several other sales tools.

Significant Achievements

Awarded Sales Executive of the year for 2 consecutive years: 2002: World, 2003: North America
• Awarded Stock Options reserved for top 0 .1% of corporation • Elected to Golden Circle 4 times reserved for top 1% • Awarded Software General Managers Award twice • Awarded Software Vice Presidents Award 7 times • Awarded 100% Club - 16 pins at IBM • Selected from a pool of over 1,000 candidates to shadow WW VP of Sales as Executive Assistant. Experience managing P and L in Large Division and small companies. General Management experience.

PROFESSIONAL EXPERIENCE

yWeb Kansas City, MO • June 2012 to Present

Self Funded Web, Investment, Venture Capital, Negotiation and Sales Consultancy.

DIRECTOR OF SALES

Built a company founded in 2007 from nothing to over \$400,000 per year of gross revenue. Growth trajectory of 20% and net profits at 18% - growing approx 3%/month with retirement of startup costs, divestitures and no debt. Acquired owned, managed and maintained 30 web properties. Acquired equity in select small development and content management companies and invested in several private ventures. Built and scaled web properties using Onshore/Offshore resources. Acquired exclusive Marketing and licensing rights for several companies and organizations ranging from web entrepreneurs to large enterprises. Specialties included eCommerce SEO enhancement, PPC campaigns, membership sites, Advertising sales and subscription sites. Incubated Machete' – a sales negotiation consultancy and ran it as sole consultant for 8 months.

IBM Software, Kansas City, MO • June 1995 to June 2012

DIRECTOR OF MID-MARKET, SMB SALES, PUBLIC SECTOR AND HEALTHCARE

Manager of 12-20 Enterprise and Brand Sales Executives. Covered entire West Region for Public Sector, Central Region for SMB, and Central Region for Mid Market/white space accounts

Selected Achievements:

- ◆ Ranked #1 in Peer Managers (about 20) 4/6 quarters in revenue attainment
- ◆ Took over a Team in Oct 2009 that was performing at under 30% for the full year and made up the balance in 4Q over-achieving quarter and full year.
- ◆ Focus on Rational, Tivoli and BI products sets.

IBM Software, Kansas City, MO • June 1995 to June 2012

DIRECTOR OF SW SALES, SOUTHWEST 2005 - 2009

Third line manager with 85 -100 sales people, nine managers, executive staff and executive assistant. Responsible for balanced quota attainment across five flagship software brands including DB2, Tivoli, Rational, Lotus, and Websphere. Tasked with delivering quota attainment in the range of .9-1.6 Billion in sales. Responsible for all operational aspects of the organization including staffing, incentive planning, integration of acquisitions, territory assignment, unique brand and industry quota assignment, key account management, customer relationship development, complex contract negotiations, order fulfillment and customer satisfaction, forecasting and pipeline management. Responsible for all revenue attainment from small and medium business through large enterprises, from telecommunications to consumer packaged goods. Drive business through all routes to market ranging from value added resellers to systems integrators. Select, budget and implement area marketing campaigns and programs.

Selected Achievements:

- ◆ Lead a complete turnaround of the underperforming brand sales team. Transformed a beleaguered specialist team through culling, mentoring, coaching, motivation, new sales and most importantly incentive rewiring into a world class selling engine, achieving 10 consecutive quarters of quota across all 5 brands.
- ◆ Ranked number one in SMB sales as well as enterprise sales, 2 consecutive years.
- ◆ Ranked number one in 3/5 brand areas as well as zSeries (mainframe) software sales two consecutive years.
- ◆ Received manager of the year awards for 6/9 sales managers for the Americas.
- ◆ Grew business an average of 75% over 2.5 years.
- ◆ Developed new programs and tactics to up sell and cross-sell the portfolio.
- ◆ Implemented a process streamlining initiative clearing excess busy work off the sales reps task list enabling more face time with customers.

EXECUTIVE ASSISTANT TO WW VP OF SALES – 1 MONTH ROTATION 2005

Educated, Briefed and Coached VP new to Software organization during his first month of duty. Prepared impromptu remarks for speaking engagements. Sat in all Executive SLT meetings and advised VP. Briefed him on opportunities for growth and innovation. Lead him through a worldwide Sales Rally attended by over 30,000 salespeople, with 20+ speaking engagements including opening address to 30,000+ at MGM Grand in Las Vegas. Prepared updates, feedback, suggestions and reviews on Top 20 transactions in the World.

INFORMATION MANAGEMENT BRAND DIRECTOR WEST REGION, 2004 – 2005

Managed the Information Management/Business Intelligence sales team for the Western region of the Americas, responsible for all revenue attainment for the entire Information Management and Business Intelligence portfolio of products, including content management, all acquisitions, all industries, tiers, channels, and platforms. Solely responsible for the west region making its IM number for each quarter. Handled all sales operations, in addition to reporting to analysts and senior group executives on the health of the Data and BI business in the unit. Developed and implemented all IM/BI related sales plays, campaigns and market attacks, including the now famous "may day, may day" WSJ piece. Reported directly to the Vice President of Sales. Acted as a member of the VP of sales' staff. Managed all operations related to Database and BI sales.

Selected Achievements:

- ◆ Took a confused, directionless and apathetic team to the number one spot in under 11 months
- ◆ Piloted a new incentive program exclusively in the region.
- ◆ Team ranked number one in the world in BI/DM sales in 2004.
- ◆ Awarded with the top-brand manager award received from the GM of Software.
- ◆ Grew business in the region over 111% yty.
- ◆ Selected for special assignment as Executive Assistant shadowing Mike Borman, WW vice president of Software Sales.

DATA MANAGEMENT BUSINESS UNIT DIRECTOR, 2003 - 2004

Second-line management responsibility for West Americas – Database Sales Unit, managing first line sales managers and technical specialist's managers. Integrated Informix acquisition in to sales plan, culture, management, operations, structure and team.

Selected Achievements:

- ◆ Sales manager of the year for the Americas given to my direct report.
- ◆ Grew DM revenues by greater than 60% y/y.
- ◆ Grew SMB DM Revenues by greater than 200% y/y.
- ◆ Created new incentive structure aimed at optimal performance.

SOFTWARE ACCOUNT MANAGER (SAM) FIRST LINE MANAGER, 1999 - 2003

First line manager over 8 Software Account Managers (SAM's) covering CO, NM, AK, OK, KS, MO, TX, LA.

Selected Achievements:

- ◆ Sales manager of the year for the Global Software Sales Force in 2000
- ◆ Americas MVP Sales Manager in 2001.
- ◆ FastStart Award Trip - HI

SOFTWARE ACCOUNT MANAGER (SAM) 1997-1999

Acted as Account Manager for SMB Accounts in KS, MO, and OK. Lead a team of 11 Brand specialists to deliver software revenue in Small and Medium Business Accounts.

Selected Achievements:

- ◆ GM Award, 1998
- ◆ Vice Presidents Award, 1997
- ◆ Wrote the site license in SMB.

ACCOUNT SALES REPRESENTATIVE 1995-1997

Responsible for Sales of OS/2 Operating System in Tier 1 and 2 Accounts. Covered KS, MO

Selected Achievements:

- ◆ Elected to the Golden Circle 1996
- ◆ Vice Presidents Award – Americas 1996
- ◆ Vice Presidents Award – Southwest 1995

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Selected Achievements:

- ◆ 100% Club 97, 98, 99
- ◆ Vice Presidents Award – Area 10

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- ◆ Vice Presidents Award - Americas
- ◆ Vice Presidents Award – Area 10

MarketSource Corporation, Cranberry, NJ 1993 - 1995

HIGHER EDUCATION MARKETING SPECIALIST

Responsible for Sales and Marketing of IBM Personal Computer Systems to Higher Education and Government in Fargo, ND and San Antonio, TX

Selected Achievements:

- ◆ Sales Rep of the Year - 1994
- ◆ Creator of "Thinkpad University" promotion

Today's Computer Business Center, Grand Forks, North Dakota 1991 - 1993

PC/NETWORK SALES REPRESENTATIVE

Responsible for selling Personal Computer Networks, Hardware and Software to local commercial customers in Grand Forks and the Surrounding Area.

Sears Roebuck and Company 1990 - 1991

MAINTENANCE AGREEMENT SALES REPRESENTATIVE, 1990 - 1991

Responsible for the sale of the Sears Maintenance agreement to Sears Customers. Telemarketing to customers who refused the maintenance agreement at the point-of-sale.

Selected Achievements:

- ◆ Number one producer greater than 75% of measured weeks.

Electrolux Corporation, 1988 - 1990

VACUUM CLEANER SALES REPRESENTATIVE, 1988 - 1990

Sold Vacuum cleaners and related products door to door in Grand Forks, ND and the surrounding area.

EDUCATION & TRAINING

Bachelor of Science, Computer Science

University of North Dakota, Grand Forks

Author of manuscript: Sales Fundamentalism

Dale Carnegie Sales Training

Bosworth's Solution Selling

Spin Selling

Strategic Selling

Think Client Value

Target Account Selling

Talk Power

Software Top Gun

IBM Delta Initiative

Leadership and Self Deception

Harvard Negotiation Project

Harvard Business Review Sales Leadership Round Table