

RYAN MEINZER

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As a teenager, I sold \$20K worth of kitchen knives to strangers door-to-door. As an adult, I started and grew a tech company to a \$2M valuation with a #1 ranked iPhone app of the USA that was acquired by Babel. At Salesforce, I attained over 200% of my quota each year as the #1 ranked sales rep. Now, I am eager to leverage my product and sales expertise to forge my long-term career in sales.

Led strategy, development and launch of six apps in six months for a TV network of 55M homes as Product Manager at [Havoc TV](#) in Los Angeles, CA from April 2016 - Present.

- Apps included [iPhone](#), [Apple TV](#), [Android](#), [Roku](#), [Fire TV](#) & [responsive website](#) with [Chromecast](#)
- Expanded market reach, increased AVOD CPMs and created new SVOD revenue stream
- Integrated [Google DFP](#) AVOD on [videos](#) and [Stripe](#) SVOD on [movies](#) and [live stream](#) in all apps
- Re-engineered entire technology stack for cross-platform video distribution with reduced costs

Attained >200% of quota and ranked the #1 sales rep of 3 - 15 person ramped team from 2013 - 2015 as Account Executive at [Heroku/Salesforce](#) in San Francisco, CA from March 2013 - September 2015

- Attained 210% of annualized quota in 2015, 287% of quota in 2014 and 202% of quota in 2013
- Developed, sold and supported products with cross-functional teams including runtime, routing, API, languages, data services, security, operations, partners, enterprise, marketing and support
- [Continually improved sales process](#) through multivariate testing of my gamification techniques that increased customers' probability of implementing my technical optimization advice by 130%
- Clients included the President's [barackobama.com](#), Facebook's [internet.org](#), BitTorrent's [P2P network](#), Pebble's [smartwatch](#), Snoop Dogg's [merryjane.com](#) and Citrix's [GoToMeeting](#)
- Sourced and acquired most new customer accounts over last 9 quarters (173% team average)
- Generated most recurring revenue from new accounts over last 8 quarters (155% team average)
- Generated most recurring revenue from held accounts over last 7 quarters (147% team average)
- Generated most long-term contract revenue over last 7 quarters (573% team average - not a typo)
- Recognized as a top 1% volunteer of the 10K person Salesforce Bay Area employee base of 2015

Generated recurring revenue, increased [valuation of the business to \\$2M](#) then [sold to Babel](#) as Founder & CEO at [PlaySay Inc.](#) in San Francisco, CA from April 2008 - March 2013.

- Raised [\\$800K in VC](#) along with seed investment from the Director of PayPal, Japan
 - Closed enterprise deals with [McGraw-Hill](#), [HarperCollins](#) and 30 universities
 - Oversaw key vertical analysis and P&L to ultimately increase repeat purchases by 200% YoY
 - Captured 18% of target market in Japan via SEO, page optimization and SEM with a 60% ROI
 - [Directed marketing, advertising, promotion and PR](#) to acquire 100K users
 - Launched as [TechCrunch Disrupt Finalists](#) on stage with 3K attendees and 250K online viewers
 - Led strategy, product development and launch of a [#1 ranked iPhone app in USA](#) & 10 countries
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[TEMPLE UNIVERSITY](#), 2007, [Beta Gamma Sigma](#) Honor
BBA, Double Major in International Business and Entrepreneurship
Certificate of Specialization in Asian Business & Society, Minor in Asian Studies

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