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SALES | PARTNER & CUSTOMER SUCCESS LEADERSHIP | PROFESSIONAL SERVICES

Global Leadership Experience delivering real-time solutions in NA, EMEA, APAC & LATAM

Expert in: High Growth SaaS/PaaS ~ Partner Advocacy/Growth ~ Vision Execution

Versatile leader with 17 years of experience in complex technical environments. Seeking a leadership role in SaaS VAR/MSP space to drive strategic growth, foster motivated teams, and deliver tangible results in partnership development, product adoption, account expansion, customer advocacy, cloud renewals, and professional services. Proven track record in startups, high-growth, and mature technology vendors, with extensive expertise in PaaS & SaaS.

Competencies	Domain Expertise
Strategy/Vision Development and Execution	CCaaS Cloud (SaaS, PaaS) Sales & Implementation
Sales & Pre-Sales Enablement (Direct, Channel, ISV)	Architecture Design
OpEx Lifecycle mgmt. (Sell-Deliver-Grow-Renew)	Real-Time Network Management and Mitigation
Customer & Partner Relationship Management	Security & Privacy Regulations (PCI, GDPR, ISO)
Organizational Transformation & Growth	AI/Voice/SMS/Web/CRM/PBX/WFM/IM Services

CAREER TRACK

Consig AI Inc. – Co-Founder & Chief Customer Officer (CCO)

2023 - Current

Strategic Leadership: Pioneered the establishment of customer success frameworks for an emerging AI-powered SaaS communications solution, focused on driving deeper adoption, long-term organic growth, and scalable success strategies for early-stage clients.

Customer Experience: Partnered closely with flagship customers, ensuring their success while leveraging their feedback to refine Consig.ai's product offerings, positioning the company for broader market adoption.

Operational Foundation: Built the foundational processes for onboarding, support, and success tracking, creating a repeatable playbook designed to scale with future customer acquisitions. Developed Security and Compliance framework, Policy foundations, and payment/invoicing that supports various usage models.

Relationship Management: Served as the primary executive liaison for customers, fostering strong partnerships yielding referenceable customers (public quotes, white papers, sales references), and earning the right to ask for a renewal which is critical to operating a SaaS business.

Early-Stage Innovation: Development and collaboration with product and engineering teams to incorporate key AI features tailored to customer needs, positioning Consig.ai as a trusted partner for driving operational efficiency with AI on various communication channels (Telephony, Messaging Platforms, and SMS).

Select Accomplishments/Highlights:

- Enabled leading customer to save over \$350,000 annually by optimizing operations through tailored AI and LLM powered solutions such as Vicky, Consig AI's Virtual Associate.
- Designed and implemented a streamlined onboarding process, reducing the average time to go-live to under 6 weeks, ensuring faster time-to-value for customers while allowing for tuning cycles using real world data in their space.
- Recognized by Glen Mah, SVP of Security and Technology, who stated, *"Jason and Consig have been an exceptional partner for our business...Their dedication to providing top-notch service has made a significant positive impact on our operations."*
- Developed a long-term strategy for scaling customer operations, ensuring readiness for rapid growth while maintaining a high standard of service. This is critical when serving the SMB market vs the Enterprise market.

Genesys Cloud Services Inc. - Senior Director – Cloud Customer Success and Services

2019 – 2022

Strategic Leadership: Joined the Genesys Professional Services core leadership team, reporting to the SVP of Professional Services, to drive the company's cloud transformation initiative, leveraging expertise in SaaS/PaaS technologies.

Revenue Growth: Responsible for growing a \$20M line of business, leading an 18-month tactical execution resulting in a remarkable 30% increase in bookings for FY22.

Transformation Plan: Developed and executed a comprehensive 3-year plan to transform a line of business, evolving it into a primary high-margin subscription revenue stream for the Professional Services division.

Transition Strategy: Implemented a strategy to adapt to premise-based attrition as customers transitioned to Genesys Multi-Cloud SaaS solutions, optimizing revenue retention.

Go-To-Market Revamp: Led the rebuilding of the go-to-market strategy with a focus on select vertical-focused partner solutions. Expanded the portfolio with organic off-the-shelf solutions to enhance the core Genesys product offering.

Innovations Leadership: Acted as the cross-functional Innovations leader in the overall cloud transformation initiative, overseeing Organic App ISV Development, Global Partner App commercialization (InfoSec, Privacy, Vendor Management, Commercial execution, Indemnification Flow downs), and "Go to Customer" strategy.

Select Accomplishments/Highlights:

- Achieved an exceptional 30% increase in bookings for FY22, up from a previous 1-2% YoY growth rate through Direct and Indirect adoption and retention.
- Launched the Genesys Innovation Pass in the ISV Marketplace, a curated collection of Organic Self-Service applications designed to future-proof customer solutions without cumbersome commercial agreements or high implementation costs.
- Optimized the Professional Services Partner Onboarding process, incorporating global considerations for Vendor Management, Privacy, and InfoSec.
- Spearheaded a comprehensive commercial rework of Vendor Reseller Agreements, with a focus on subscription terminology/framework, customer care, and insurance flow downs, ensuring the integrity of Genesys contracts and reduced time to revenue.

Lifesize Inc. - Senior Director – Emerging Solutions

2018 – 2019

PaaS Development: Joined Lifesize to spearhead the development of their Platform as a Service (PaaS) offering while extending their existing SaaS platform.

Market Strategy: Developed a PaaS framework and competitive analysis models, forming the basis for a global market strategy.

Cross-Functional Leadership: Reported directly to the Executive Staff and was responsible for creating cross-functional roadmaps to support the PaaS structure.

Deployment Models: Architected various deployment models for both the existing SaaS and the newly defined PaaS platform, including multi-tenant Public Cloud, Private Cloud, Hybrid, and On-Premise solutions.

Sales Support: Supported Sales Engineering for early adopter PaaS and non-traditional SaaS opportunities.

Partner Network: Leveraged the Lifesize partner network to structure tiered profiles for Development Partners, enabling them to extend the Lifesize platform. Also, worked with Cloud Deployment Partners to bring the platform into highly restrictive regions.

Customer Transparency: Acted as a bridge between Engineering Leadership, Global Sales, and customers to ensure full transparency in the design, development, and deployment stages, resulting in strong customer relationships.

Select Accomplishments/Highlights:

- Successfully reengaged two high-value opportunities with National Informatics Center (the backbone of the Indian Government Infrastructure) and Reliance Industries (Third Largest Telecom in India) by proposing a Hybrid and Premise PaaS offering.
- Advanced market penetration in India by leveraging a competitor's exit, opening up greater adoption opportunities among current customers and creating new business prospects.
- Established a phased funding bridge to support a new engineering group tasked with developing Lifesize Cloud hooks supporting various deployment models.
- Provided mentorship to Professional Services leaders in their growth journey, guiding them through vision, mission, metric, and revenue development. Helped them revamp their program to build on successes and learn from challenges.
- This revised format organizes your achievements into concise bullet points, making them more accessible and impactful for readers, including potential employers.

Aspect Software | Senior Director – Global Alliances & Technical Sales Leadership 2017 – 2018

Partner Program Revamp: Successfully rebuilt a struggling Partner Program, increasing YoY growth from 6.5% to a remarkable 18% in 2018.

Strategic Growth: Drove growth by establishing new strategic go-to-market strategies for channel partners through enablement and co-marketing efforts.

Partner Optimization: Conducted partner evaluations and off-boarded those unable to pivot to a self-sustaining, co-selling model, allowing for more focus on key global accounts like British Telecom.

Revenue Expansion: Achieved new revenue streams through partnerships, fostering long-term organic growth in multiple verticals, including financial services, telco/media carriers, healthcare, and insurance.

Global Technical Consulting: Provided a strategic focus on technical consulting for system integrator partnerships, facilitating sales in regions such as ANZ (Australia and New Zealand).

Alliance Partnership Program Rebranding: Rebranded the existing Alliance Partnership Program, starting with Amazon, to deliver solutions globally. Adopted cross-product architectures that integrate into the Amazon ecosystem, resulting in joint multimillion-dollar wins through cross and co-selling.

Select Accomplishments/Highlights:

- Led the relaunch of Aspect's Alliance Partner Program, building a profitable relationship with Amazon and their Connect division. Retained a five-year renewal with Hilton valued at \$5M and opened up opportunities with companies like Intuit.
- Initiated the expansion of Cloud models and products into regions with limited OpEx solutions, such as South Africa and Brazil. Recruited five new South African partners and introduced dynamic licensing concepts in Brazil, guaranteeing retention and achieving a 25% growth rate in 2018.
- Unified British Telecom's fractured global architecture into a single global omni-channel presence. This resulted in \$1.2 million in net new sales, breaking a five-year drought, with an extended pipeline of \$2M through their legacy conversion program.
- Established a global partner training program based on accreditation standards, ensuring end customers' success in both sales and post-sales experiences.
- Introduced Solutions Assurance Reviews to the channel for cloud opportunities, identifying technology, commercial, and order gaps before customer contracts. This process increased contract values by 10% and enhanced the overall customer experience.

Aspect Software | Senior Director – Cloud Solutions & Customer Success

2013 – 2017

Enhancing Team Strength: Promoted to build a stronger team within Aspect, focusing on corporate integration strategy and optimizing the efficiency of Professional Services. Directly reported to the executive staff.

Unified Organizational Structure: Successfully created an organizational structure that eliminated silos and fostered unified communication across the organization, from pre-sales to delivery, with an unwavering commitment to customer-centricity.

Achieved 8x Revenue Growth: Played a pivotal role in growing a startup from \$8M to \$100M in Annual Recurring Revenue (ARR) within 8 years, despite an economic recession.

Established Solutions Architect Function: Led the Customer Success team and introduced the Solutions Architect function, bolstering post-sales technical expertise for customers and partners.

Built Professional Services Organization: Leveraged partner networks to establish a professional services organization, minimizing upfront capital. This initiative contributed to a 10% increase in the company's top-line revenue in the first year.

Post-Acquisition Transition: Following Voxeo's acquisition by Aspect Software, managed the Services & Customer Success functions while leading a transition of a 500-member services team from on-premise to the Cloud.

Created Global Integration Team: Assembled a 19-member, sales-funded global integration team responsible for product and infrastructure-related activities, enabling the broader organization to focus on revenue-generating activities.

Select Accomplishments/Highlights:

- **New Contact Center Suite:** Launched a new contact center suite originally designed for SMBs and BPOs, achieving remarkable growth from \$0 to \$12 million in Annual Recurring Revenue (ARR). Key customers included prestigious brands such as Mercedes Benz, Overstock.com, and Hughes Communications.
- **Unified Reporting System:** Pioneered the development of a comprehensive reporting system that consolidated data from multiple fragmented systems and sources. This system provided a single view of project health, recognized revenue, sales pipelines, and more. It has been widely adopted by Senior Leadership, Professional Services, Customer Care, and Technical Account Management, contributing to better insights into customer health and business performance.
- **Efficient Implementation Model:** Implemented the Paired Implementation Model, developed in a previous role, across the professional services organization. This model ensured that

customers interacted with only two individuals throughout the project, covering infrastructure to custom integrations. The result was 20% higher Net Promoter Scores (NPS) on major multi-product projects and increased margins by reducing the number of assigned project managers and technical liaisons.

- **Streamlined Delivery Groups:** Merged premise and cloud delivery architect groups, subsequently splitting them into dedicated pre-sales and implementation teams. This strategic move brought deep subject matter expertise to the forefront of contracts and significantly reduced sales cycles by approximately 10%.
- **Achieved 12x Growth:** Successfully scaled a PaaS collaboration start-up from \$8M to \$100M in annual run rate, demonstrating exceptional business acumen and leadership.
- **Accelerated Product Launches:** Implemented KPIs focused on Time-to-Value, reducing the average Cloud product launch timeline from 250 days to just 90 days. Introduced Solution Assurance Reviews in the pre-sales phase to identify technology gaps, mitigating moving target issues and scope creep.
- **Customer-Centric Success Metrics:** Instituted Customer Success Metrics based on Net Promoter Score (NPS) to maintain a culture of "Customer Obsession." This approach resulted in reduced attrition, strong-positive Gartner Magic Quadrant (MQ) rankings, positive references, and the development of influential white papers.
- **Optimized Implementation Model:** Developed a Paired Implementation Model that streamlined customer interactions by involving only a Technical Project Manager and a Solutions Architect for infrastructure and product deployment. This approach significantly reduced implementation timelines and enhanced accountability.

EDUCATION

B. Engineering, University of Central Florida, Orlando Florida

Major: Computer Engineering with concentration in Software/Hardware Design

Sr. Design Project: Ownership of the design rights for prototyping a wireless MP3 doorbell

AA, Valencia College, Orlando Florida

Major: Honors College, General Engineering

Related Activities: Three Published articles in the Arete Scholarly Magazine, All-Florida Academic Team, All-USA Academic Team (Nominee), Phi Theta Kappa President

THE EXTRAS

- **Leadership Style:**
 - Servant Leadership leveraging a high EQ
- **Diversity, Equity, and Inclusion Groups:**
 - GWIT Member - Genesys Women In Technology
 - GBEAM Member - Genesys Black Employees and Allies Membership
 - G+ Member - Genesys LGBTQ+ and Allies Group
- **Patents:**
 - *Vehicular Child Monitoring System*
 - USPTO (17/152,493) File Date: January 19, 2021
 - USPTO (17/990,466) File Date: November 18, 2022
- **IoT Maker/Builder home automation and surveillance:**
 - <https://github.com/jsajovic/HALpi>
- **North America RaspApect Pi User Group Founder**
- **Voxeo/Aspect Scuba Club Founder**
- **Co-Captain Tiger Sharks Indoor Soccer Club**
- **Personality Profiles**
 - *Gallup Strength Based Leadership:*
 - Futuristic
 - Woo
 - Communication
 - Learner
 - Belief
 - *Strengths Finder 2.0 Profile:*
 - Futuristic
 - Learner
 - Individualization
 - Achiever
 - Woo
 - *DiSC Profile:*
 - High Influence (i)
 - *Myers-Briggs:*
 - ENFP