

# D O U G S A N D L I N

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## Business Optimization

### Perspective, Processes, Performance

#### 20+ Years Success

#### Professional Summary

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- Business Development Executive Management · Enterprise Software Sales & Business Development
  - WordPress Websites · Perspective & Performance Consulting · Enterprise Project Sales
  - Content Creation and Management · Content Creation and Marketing
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## PROFESSIONAL EXPERIENCE

### [Doug Sandlin Consulting](#) • Allentown, PA • April 2015-Current Consultant

Helping individuals businesses and groups to optimize their online presence via technology, processes and custom-designed programs.

- WordPress website setup and optimization.
- SEO, Content and Marketing optimization.
- Social Media Marketing.
- Website management and maintenance.
- Digital strategy consultation

### Living Unbound • Allentown, PA • January 2007-Current Founder, Developer

Co-founder and co-developer of the Living Unbound Framework<sup>SM</sup>, a system for facilitating naturally fulfilled perspective and performance. Lead intensive research and development efforts, resulting in the synthesizing of various teachings, techniques and resources from world wisdom traditions into pragmatic life and performance enhancement toolsets.

- Created, co-developed and co-authored all content at the [Living Unbound](#) website.
- Created, co-developed and co-led numerous highly successful meditation retreats.
- Created, co-developed the [Living Unbound Community](#) and discussion forum.
- Conducted personal mentoring and training sessions for advanced students.

### Tech O2 LLC • Allentown, PA • February 2014-April 2015 Vice President, Business Development

Complete business development responsibility for custom software development firm headquartered in Malvern, PA with development offices in Hyderabad, India, reporting to CEO.

- Researched technology and market trends for use in positioning company and service offerings. Developed and implemented company positioning and market focus.
- Created and published related content (white papers, blog posts, social media marketing updates, etc.). Managed WordPress website content
- Developed and implemented all customer-facing processes (i.e. lead generation, qualification, proposals, presentation, contracts).
- Managed relationships with business development related vendors (Salesforce, Hubspot, etc.) and major accounts.

**Aurea Software • Allentown, PA • April 2013-August 2013**

Enterprise Sales Consultant (Contract Position)

**Sold licenses, maintenance and professional services for leading enterprise software manufacturer.**

- Closed sales at run rate equivalent to seven figures, annually.
- Increased recurring revenue with target accounts ten to thirty times.
- Developed replicable processes and approach, contributing to team successes.

**Serious Energy • Sunnyvale, CA • 2004-2006**

Manager, Sales Operations

Managed sales operations for national inside and outside sales team producing \$15 million plus, annually.

- Created and designed full-range CRM processes, contributed directly to major increases in sales production, from under \$1 million annually to over \$15 million annually, in roughly three years.
- SME (Subject Matter Expert) for internal CRM systems and processes.
- Major Account SME for company products used in classified SCIF environments for government and military installations.

**Self-Employed • San Jose, CA • 2002-2004**

Instructor, Meditation and Mind Management

- Conducted weekly classes in meditation and mind management.
- Created personal mentoring program for advanced students
- Developed pragmatic, tradition-independent meditation programs.

**FutureNext Consulting, Inc. • Austin, TX • 1999-2002**

Director, Major Accounts

Managed major account sales, including new business development, for company's leading sales region.

- Sold new six and seven figure ERP-centric projects to major accounts (i.e. Exxon Mobil, BP, etc.).
- Sold six and seven figure integration projects to start-ups and mid-tier firms.
- Expanded business within major accounts, in the six and seven figure range, per project.

**Concerto, Inc. • Austin, TX 78726 • 1998-1999**

Director, Strategic Alliances

Led and managed business development efforts via technology and distribution alliances

- Increased related ESM (Tivoli) sales by seven figures annually, via management of all facets of major account sales.
- Led product positioning and training for internal, partner and reseller teams.

**RMX Technologies, Inc. • Sunnyvale, CA / Ottawa, ON • 1996-1998**

Vice President, Strategic Development

Led and managed sales, marketing and strategic product development for vector graphics encoding start-up.

- Working directly with CEO, grew company sales and development teams from 3 to 20 people.
- Led major account sales, OEM and venture funding presentations.
- Developed OEM focused market strategy, leading to eight-figure company purchase interest.

**Acclaim Technology, Inc. • Sunnyvale, CA • 1995-1996**

Director, Strategic Partnerships

Led partnership-centric sales efforts for the largest SUN systems integrator in Silicon Valley

- Contributed seven figure revenue increases annually via optimization of strategic partnerships (SUN, Netscape, Cisco, Oracle).
- SME (Subject Matter Expert) for Internet-related product lines and marketing.