



**Landon Hale, M.B.A.**

Landon Hale's career spans 4 industries (Healthcare, Enterprise Software, and Logistics & Retail) in various sales and marketing roles. These roles have included sales leadership, partner management, inside and outside sales, and business development. Most recently Landon worked in startup consulting roles helping small businesses adopt modern sales and digital marketing practices including customer success. Landon believes the growing recognition and adoption of "Customer Success" roles is one of the most exciting and welcome developments in sales and account management over the last 10 years.

Prior to working for startups, Landon worked at Dell for 14 years in various sales, marketing and partner leadership roles including an Inside Sales Manager position where he won Sales Manager of the Year after leading a 15-person sales team. He currently consults with time-constrained entrepreneurs helping them understand digital marketing options/trade-offs and prioritizing scarce time and resources.

Landon volunteers regularly and is active in National Sales Network (NSN) and National Black MBA Association (NBMBA). Landon earned a B.A. in Political Science from Carleton College and then earned a M.B.A. from the University of Southern California (USC).

Landon currently resides in Nashville, TN with his wife Stephanie and their son LJ.