



JIM HERBOLD
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WHAT CLIENTS HAVE TO SAY ABOUT JIM HERBOLD

"I feel incredibly fortunate to have worked with and learned from Jim. Jim has it all. He knows how to build a startup. At the same time, he knows how to scale up a startup into a multi-billion dollar company. He can solve highly complex problems through rigorous analyses. At the same time, he can apply keen business intuition to navigate through opaque situations with clarity. He's humble and confident at the same time - always authentic in how he advises his clients and makes a strong impact. More importantly, Jim is a natural leader, mentor and advisor who you want to go for a long walk with, and talk about everything from business to family to life. There are very few like him out there."

— Yong Kim | Wonolo

SALES LEADER, TEAM PLAYER, ENTERPRISE EXPERT

Jim Herbold is not your typical Silicon Valley sales leader. He considers himself not just a team builder – and he's built his share of successful teams – but also a team player. Jim's 15-year career in Silicon Valley included playing a pivotal role in helping Box build a robust 400-person sales force, helping to pave the way for the company's successful 2015 IPO. Not every company can go public, but every company can benefit from Jim's considerable expertise in sales strategy, market diversification, and execution.

FROM THE QUEEN CITY TO SILICON VALLEY

Jim was born to work in Silicon Valley. Actually born in Cincinnati, Ohio, his early interest in math and science, combined with his early interest in anything electronic that had dials, buttons and gauges, made him ideally suited for a career in technology. After stints in the telecom industry in New York and the Atlanta Olympics, and then with a Singaporean investment venture, he moved to the Bay Area in the late 1990's and found his way quickly into sales. His aptitude for helping companies go from Point A to Point B by closing deals, making strong sales hires, maximizing their productivity, all the while learning the art of leadership, made him a perfect fit for the sales side of the tech industry.

A PASSION FOR START-UPS, A SIXTH SENSE FOR SUCCESS

Jim has been drawn to start-ups his entire career. As a consultant, he's looking forward to using the experience he developed across his career to help a broad range of companies in the B2B software space "get it right early on." Jim refers to his knack for sales leadership as a "sixth sense," and it includes building the right team, identifying the value being served by a particular product, and pinpointing a market for that product. That's not all. Action plans. Data analysis. Scaling teams across growth stages. Jim has done it all, and he's had great success doing it.

TIME OFF: WORK HARD. PLAY HARDER. NO EXCEPTIONS.

Jim's appreciation of creativity and reinvention isn't limited to his work in the start-up culture. They also apply to his professional life. The father of two boys, ages six and ten, he's worked hard to perfect the art of work/life balance. He's put together a museum-grade mineral and fossil collection, is a self-proclaimed backyard grill master, and would probably be a scuba dive master if his career in sales didn't pan out. Jim's bucket list is no skimpy list, and he's always been a doer. When he isn't busy helping companies achieve their sales goals, he's planning for the day when he's going to take his boys to Nepal for some Himalayan trekking. He works as hard as he plays, and takes nothing in life for granted.



CHILDHOOD DREAM JOB: Doctor
FAVORITE FOOD: Arctic Char
FAVORITE HOBBY: Rockhounding
MOST INTERESTING PLACE TO VISIT: Laos
AN ITEM ON MY BUCKET LIST: Travel the world with my wife, Lisa

CORE SKILLS

Sales Leadership
Go-To-Market Strategy
Inside Telesales
Enterprise Sales
Sales Operations
SaaS/Cloud Computing
Scaling Across Growth Stages



RELEVANT EXPERIENCE

Box

As EVP of Worldwide Sales at Box, I was responsible for driving all revenue growth and scaling global sales operations. I was hired in 2007 to build the sales team and transition the company from a consumer focus to one doubly-aimed at knowledge workers and enterprise administrators. I grew the team from the first hire to nearly 400, closed over \$170M in annual recurring revenue, and scaled inside, field, channel, freemium, and automated go-to-market strategies. Assisted in raising over \$400M in venture financing during my tenure at Box. 2015 IPO that valued the business at well over \$2B.



National Computer Board, Singapore

Worked for the government of Singapore as an expat investing in Singaporean internet startups and brokering international joint ventures under various technology and economic development initiatives. Led \$1M investment in AboveNet's E-round financing. Learned the art and importance of relationships in business. Gained crucial visibility into startup business plans, operating models, various go-to-market initiatives, and funding processes. Gained valuable perspectives on how the world views the United States and Silicon Valley specifically. I like to say that my career came together in Singapore.

WORK HISTORY

Consultant: 2015-present
Infer: 2014-2015
Box: 2007-2014
Lyris/EmailLabs: 2003-2007
AboveNet: 2000-2001
NCB Singapore: 1997-1999
Centennial Communications: 1995-1996
MCI: 1993-1994



CREDENTIALS

BA, Geography and Anthropology, Dartmouth College
Named *Top 5 SaaS Professor of Sales*, SaaScribe 2015