

# Michael S. Weinstein

Bloomfield Township, Michigan  
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## Technology Sales Management

<http://www.weinstein.tech>

Profit-driven professional and trusted business partner offering solid sales strategy leadership and revenue growth expertise. Provide leadership across diverse business disciplines. Able to identify opportunities and leverage core competencies to drive growth, manage costs and develop programs to achieve market positioning and strengthen bottom-line financial performance. Respected thought leader and large audience facilitator. Recognized for analytical sharpness, integrity, and professional ethics. Thrives on tackling steep challenges within fast-paced environments.

### Areas of Expertise

Success in Engaging Teams and Creating a Culture of Excellence

P&L & Budget Management

Sales Pipeline Accountability

Top Funnel Marketing Strategies

Global Perspective with the Willingness to be a Hands-on Manager

Strategy Planning & Execution

Advanced Microsoft Excel Skills

Customer Experience

Vocal thought leader through Social Media, Presentations & Trade Shows

Training & Development

Talent Management

Presentations & Trade Shows

### Leadership Initiatives

- Spearheaded strategies to hire a top-performing team of sales professionals to launch a newly created SaaS - Head of Sales, Buxton Company.
- Recognized on multiple occasions as a President's Circle top performer – Senior Sales Director, CoStar Group.
- Counted on by CoStar's senior management to take on critical initiatives and issues within sales. Referred to by management as a "Swiss Army Knife" and an indispensable tool that could resolve difficult issues and situations.
- Author of "The 3 Wows and Other Sales Tips I Learned Along the Way".

### Career Synopsis

**BUXTON COMPANY; Ft Worth, Texas (Remote)**

**2020 - 2021**

*A location analytics company providing market insights to retailers, commercial real estate professionals, and commercial real estate brokers.*

#### **Head of Sales, Vice President**

Managed a 12-member sales team to improve leads, follow up, best practices, & increase sales revenue. Collaborated with product design to enhance commercial real estate SaaS to nurture marketability in new verticals. Generated weekly pipeline updates for senior leadership. Managed a \$1M budget.

- **Built talent pipeline.** Coached, Trained and Motivated sales team to achieve monthly and quarterly revenue/activity targets.
- **Created a sales process for the CRE division to include the marketing plan, to processing of leads, follow-up, and best practices to grow sales revenues.** Implemented a culture of "Salesforce Hygiene" and accurate weekly forecasts.
- **Introduced cutting-edge technologies to the sales team including Salesforce, Salesloft, Vidyard, and ZoomInfo.**
- **Propelled CRE Sales to \$1M in annual revenue within 4 months of production.**
- **Presented at numerous external events for Bisnow, ICSC, GlobeStreet, and CRETech.**

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## **NEXUS SYSTEMS; Falls Church, VA (Remote)**

**2019 - 2020**

*Nexus Systems helps commercial real estate companies automate their AP process by providing online tools where commercial real estate companies can communicate with their customers and improve efficiency.*

### **Sales Director, US, and Canada**

Sold online solution to SMBs and Enterprise Clients through inbound and outbound sales channels as well as through channel partnerships. Utilized Salesforce, Hubspot, and Salesintel.io to achieve revenue targets. Reported to the Chief Customer Officer.

- **Teamed with senior leadership to create a sales process for Nexus' online solution. Introduced cadences designed to move prospects through the funnel to achieve sales.**
- **Fueled US sales funnel by more than 450% within the first year.**
- **Recognized as the most active sales rep nationwide based on Activity (Emails, Calls & Demos).**

## **ALPHA REAL ESTATE EXCHANGE; Southfield, Michigan**

**2018 - 2019**

*A commercial real estate firm specializing in the single tenant net lease investment space. Founded in January 2019, serve as an integral part of creating the company, best practices, and developing relationships with vendors.*

### **Director of Operations**

Reporting to the President, recruited to lead all aspects of sales operations to include the development of their sales process including marketing plans to the processing of leads, follow up, and best practices for the team to and achieve sales. Provided leadership to two direct reports and managed an annual budget of \$500K.

- **Built and maintained tech stack including Salesforce, Buildout, SalesIntel.io, CoStar Suite, Mailchimp, Ruby, and Slack.**
- **Established a database from scratch within six months to include buyers, brokers, and key influencers in commercial real estate. Grew database to more than 98,000 of which 62,000 contained valid email addresses.**
- **Played a pivotal role in completing the two largest transactions in the office totaling over \$4M.**

## **COSTAR GROUP; Southfield, Michigan**

**2008 – 2018**

*Leading provider of commercial real estate data and analytics helping thousands of professionals mitigate risk and maximize opportunities in a constantly changing market.*

### **Senior Sales Director, Debt and Equity**

Initially hired as an individual contributor and later reported to the Regional Director and Regional Vice President of Sales; provided leadership to up to five direct reports. Spearheaded efforts to maintain a 97% renewal rate within the book of business, despite the worst economic condition in decades. Managed both inbound and outbound channels, guiding perspective buyers along the buyer's journey.

- **Honored for reaching the top 5% in the national sales force of over 400 with the President's Circle Award.**
- **Consistently ranked in the top 20% of the national sales force for over 12 years and in the top 3 in the Central US Region of over 50.**
- **Tapped to sell to the largest multi-family property management firms such as ROCO, Village Green, Ginosko Development, Hayman Companies, Edward Rose, and KMG Prestige.**
- **Recognized for creating C-level relationships within the commercial real estate community and economic development groups.**

## **Education**

*The Ohio State University; Columbus, Ohio  
Bachelor of Science in Business Administration, Marketing Major*