

Peter West Interian, SVP of Sales

2808 N Poinsettia Ave, Manhattan Beach, CA, 90266, 310-503-2074, westinterian@gmail.com

LINKS

[linkedin.com/in/westinterian](https://www.linkedin.com/in/westinterian)

PROFILE

Dynamic SVP-Level Sales Executive who delivers rapid revenue growth with measurable and sustainable outcomes in the technology industry. Proven success in formulating and executing sales strategies that exceed targets, increase market share, and build long term customer relationships. Excellent communicator and leader who empowers his teams to succeed. Selected accomplishments:

- Revenue Growth - Grew VEX Robotics revenue from \$79 million in 2021 to \$124 million in 2022.
- Revenue Growth - Grew Ozobot's Education revenue from \$3 million to \$14 million in 1 year.
- Product Launch Execution - Launched Cisco's Smart Cities SaaS product and grew ARR to \$4.5 million in three years.
- Business Optimization - Increased profitability at Ozobot by 11% in the first year of leadership.

SKILLS

SaaS Sales

Collaboration

Go-To-Market Strategy

Strong Communication Skills

Problem Solving Skills

CRM

Leaderships Skills

Initiative and Problem-solving Abilities

Team Building

Product Launch

EMPLOYMENT HISTORY

Nov 2021 — Mar 2023

SVP of Sales, VEX Robotics part of Innovation First International

Los Angeles

Entrepreneurial leader who created a new global sales organization and developed a Go-To-Market strategy from scratch. Utilizing an analytical approach, created all sales procedures, compensation plans and sales tool sets to scale the business quickly and achieved 55% YoY in the first full year of my leadership.

- Took VEX Robotics sales from \$79 million in 2021 to \$124 million in 2022.
- Launched a two SaaS products successfully into the marketplace with first year sales of over 4 million in ARR.

Oct 2018 — Aug 2021

SVP of Global Sales and Education, Ozobot

Redondo Beach

Responsible for Global Sales and Education Divisions at Ozobot which specializes in K12 STEAM solutions and SaaS. This role created and manages a US direct sales team, channel managers, international sales team, online sales channel, and Amazon partnership. Creation and execution of sales strategy, direction, and marketing are all managed centrally.

- Shifted business strategy to compete in the education market.
- Created a complete Go-to-Market sales plan from scratch.
- Expanded distribution into 12 additional new international markets in less than one year.

May 2014 — Oct 2018

IoT and Smart Cities Sales Director, Cisco Systems, Inc

Los Angeles

The Sales Director manages sales teams who works with customers, business partners and Cisco sales teams to understand complex business problems and develop solutions. Responsible for 12 western states, the Sales Director manages the sales teams direct efforts with regards to all IoT and Smart City solutions, utilizing SaaS, Cisco hardware and partner services. Cisco's focus areas include Smart City Solutions, Transportation, Connected and Autonomous Vehicles, and Public Utilities.

- Completed FY 2017 at 119% of plan and scaled business from \$8 million to \$15 million.
- Completed FY 2016 at 161% of plan and scaled business from \$2 million to \$8 million.
- Completed FY 2015 at 102% of plan and scaled the business from 0 to \$2 million.

Nov 2009 — May 2014

Education Sales Manager, Apple, Inc

Los Angeles

The primary goal of this position was to manage the sales teams in Apple's education ecosystem into the K-12 market in the United States.

This position managed teams to work with Apple Customers, business partners and internal sales resources to

drive the full line of Apple Hardware and Software Solutions. Developing CXO level Education relationships and developing lines of business were essential to success in this position. Responsible for an annual sales target of \$100 million dollars

- Was at 92% of total year plan in only the third quarter of FY 2014 when I transitioned to Cisco.
- Completed FY 2013 at 103% of plan and qualified for President's Club.
- Completed FY 2011 at 106% and qualified for President's Club.
- Completed FY 2010 at 108% of plan and qualified for President's Club

EDUCATION

Aug 1987 — Jun 1992	BS in Business Administration , California Polytechnic State University, Pomona	Pomona, CA
---------------------	--	------------

EXTRA-CURRICULAR ACTIVITIES

Jan 2018 — Jun 2023	Board Member - Steel United Soccer Club	
Mar 2017 — Jun 2023	Founding Member - South Bay Hispanics in Action	Manhattan Beach, CA