

Robert D. Rash

Specialties

- Executive leadership & coaching
- Enterprise sales & marketing strategy
- Profitable revenue creation
- Organizational team building
- Lead generation programs
- Sales training & coaching
- CRM best practices

Where Rob Can Help Your Business

- Sales strategy, planning and execution
- Fractional/interim sales leadership
- Research and define your go-to-market strategy
- Development of marketing and lead generation programs
- Sales team training and coaching
- CRM implementation and process improvement

Success Stories

- At an international IT consulting firm, staffed, trained and led a large team of sales professionals that achieved record sales success over a multi-year period
- For one of the largest educational institutions in the country, developed a new B2B sales strategy for their corporate training division which included extensive market research, a new go-to-market strategy, and sales team staffing and development
- For a regional parts distributor, developed a highly focused sales approach and redesigned sales processes that improved results by 30% annually
- At a global consulting firm, developed new sales strategies and trained dozens of Partners in consultative sales techniques that resulted in consistent double-digit sales growth over a multi-year period
- For a national provider of outsourced business services, designed their first ever formalized marketing and sales approach. This included all marketing and lead generation programs, sales enablement materials, sales territory definition, sales staffing and sales management processes. Over a multi-year period, sales consistently increased over 17% annually.



Executive Positions

President & CEO,
Olympia Consulting, LLC

Vice President, Global Sales,
Fruition Partners

Director, Business Development,
KPMG, LLP

Managing Director,
Business Development,
Duff & Phelps

President & CEO,
Rash & Associates, LP

Publications

*Launch Your Sales: The 8 Steps to
Build a Winning Sales Organization*

Education

M.A., Global Leadership
Dallas Baptist University

B.S., Computer Science
University of North Texas

Contact Information

Robert D. Rash
214.668.2132
rob.rash@olympia-consulting.net
www.olympia-consulting.net