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# JASON E. SAJOVIC

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**PRE-SALES | CUSTOMER & PARTNER SUCCESS LEADERSHIP | PROFESSIONAL SERVICES**  
**Global Leadership Experience delivering real-time solutions in NA, EMEA, APAC & LATAM**  
**Expert in: High Growth SaaS/PaaS ~ Customer Advocacy & Growth ~ Vision Execution**

Versatile leader with 15 years of progressive responsibility in highly complex technical environments. High energy, positive change agent with creativity and ability to adapt to new challenges and develop motivated and engaged teams. Responsible for strategic direction, securing/enabling partners, product adoption/direction, account expansion, customer/partner advocacy, renewals and profitable professional services. Experience in startups, high growth and mature technology vendors with a focus on PaaS & SaaS.

| Competencies                                      | Domain Expertise                                |
|---|---|
| Strategy/Vision Development and Execution         | Cloud (SaaS, PaaS, IaaS) Implementation         |
| Sales & Pre-Sales Enablement (Direct and Partner) | Architecture Design                             |
| OpEx Lifecycle mgmt. (Sell-Deliver-Grow-Renew)    | Real-Time Network Management and Mitigation     |
| Customer & Partner Relationship Management        | Security & Privacy Regulations (PCI, GDPR, ISO) |
| Organizational Transformation & Growth            | Voice/SMS/Web/CRM/PBX/WFM/IM Services           |

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## EDUCATION

**B. Engineering**, University of Central Florida, Orlando Florida

Major: Computer Engineering with concentration in Software/Hardware Design

Sr. Design Project: Ownership of the design rights for prototyping a wireless MP3 doorbell

**AA**, Valencia College, Orlando Florida

Major: Honors College, General Engineering

Related Activities: Three Published articles in the Arete Scholarly Magazine, All-Florida Academic Team, All-USA Academic Team (Nominee), Phi Theta Kappa President

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## CAREER TRACK

**Genesys Labs Inc.**

**2019 – 2022**

### *Senior Director – Customer Success and Services - Cloud*

I joined the Genesys Professional Services core leadership team reporting to the SVP of Professional Services to aid Genesys in their cloud transformation initiative leveraging my experience in SaaS/PaaS technologies. As part of this initiative, I am responsible for growing a \$20M line of business and charged with transforming that business with a 5-year plan. Execution of this plan will take a challenged line of business and evolve it into a primary high margin subscription revenue stream for the Professional Services business. The strategy builds on an existing business that adjusts for premise-based attrition as customers transition to Genesys Multi-Cloud SaaS solutions. The tactical approach includes rebuilding our go to market with select vertical focused partner solutions and increasing our portfolio of organic off the shelf solutions that round out the core Genesys product. I also act as the cross-functional Innovations leader in our overall cloud transformation initiative covering Organic App ISV Development, Global Partner App commercialization (InfoSec, Privacy, Vendor Management, Commercial execution, Indemnification Flow downs), and “Go to Customer” strategy.

### Select Accomplishments/Highlights

- 18-month tactical execution to grow from 1-2% YoY to a 30% increase in bookings for FY22 alone.
- Just launched the Genesys Innovation Pass in our ISV Marketplace which is a curated collection of Organic Self-Service applications that grows in lockstep with our portfolio. This offering allows for future proofing our customers without the need for time consuming commercial agreements or the high cost of implementation services.  
<https://appfoundry.genesys.com/filter/genesyscloud/listing/155799a5-c634-4b4c-97eb-13a18da25e36>
- Streamlined the Professional Services Partner Onboarding process to now include a global position on Vendor Management, Privacy, and InfoSec.
- Full commercial rework of Vendor Reseller Agreements focusing on subscription terminology/framework, customer care, and insurance flow downs to keep Genesys whole.

**Lifesize Inc.**

**2018 – 2019**

### *Senior Director – Emerging Solutions*

My expertise in cross-functional platform development led me to join Lifesize to bootstrap their new Platform as a Service offering and extending their existing SaaS platform. Developed PaaS framework and competitive analysis models that were the basis for a global market strategy. Reported directly to the Executive Staff, and responsible for building cross-functional roadmaps that support a PaaS structure. Architected various deployment models of both the existing SaaS and newly defined PaaS platform that included multi-tenant Public Cloud/Private Cloud/Hybrid/Premise. Supported Sales Engineering for early adopter PaaS and non-traditional SaaS opportunities. Leveraged the Lifesize partner network to structure tiered profiles for Development Partners that could extend the Lifesize platform as well as Cloud Deployment Partners who could bring the platform into highly restrictive regions. Acted as a bridge between Engineering Leadership, Global Sales, and the customer to ensure that early adopters had full transparency in the design/develop/deploy stages resulting in strong customer relationships.

### Select Accomplishments/Highlights

- Led the sales strategy to successfully reengage two \$8million+ USD opportunities with National Informatics Center (the back bone of the Indian Gov Infrastructure) and Reliance Industries (Third Largest Telecom in India) using a proposed Hybrid and Premise PaaS offering.
- Advanced penetration into the India market leveraging a competitor exit that led to greater adoption opportunities by current customers and developing net new opportunities.
- Built a phased funding bridge to support a new engineering group responsible for developing Lifesize Cloud hooks that support various deployment models.
- Mentored Professional Services leaders as they move to the next phase of growth that included guiding them through vision, mission, metric, and revenue development. Helped them reinvent an evolving program that builds on their successes and learns from their misses.

**Aspect Software**

**2017 – 2018**

### *Senior Director – Global Alliances & Technical Sales Leadership*

Rebuilt a disenchanted Partner Program from just a 6.5% YoY growth to a trending 18% for 2018. Drove growth by establishing and building new strategic go-to-market for channel partners through enablement and co-marketing. Off-Boarded partners that did not have the ability to pivot to a self-sustaining, co-selling model. This allowed for more effort to be devoted to growing key global accounts such as British Telecom. Responsible for achieving new revenue through new partners for long-term organic growth in multiple verticals including financial services, telco/media carriers, healthcare, and insurance. Global specific strategic focus on technical consulting for system integrator partnerships to facilitate sales in regions such as ANZ. Rebranded the existing Alliance Partnership Program starting with Amazon to deliver both SMB and Large Enterprise solutions globally. This included scoping and adopting cross-product architectures that integrate into the Amazon ecosystem allowing for joint multimillion-dollar wins through cross and co-selling. As a second phase, added

Amazon Market Place integration which included invoicing, contracting, and compensation/quota retirement plans for Amazon sales reps which is now becoming a significant source of revenue.

### **Select Accomplishments/Highlights**

- Set strategy and lead execution of Aspect's Alliance Partner Program relaunch with a focus on building a profitable relationship with Amazon and their Connect division. This initiative allowed Aspect to retain a five-year renewal with Hilton valued at \$5M while opening up opportunities like Intuit.
- Led initiative to bring Cloud models and products to regions with limited OpEx solutions like South Africa and Brazil. Recruited five new South African partners and introduced new dynamic licensing concept in Brazil, guarantying retention for existing customers including 25% growth for 2018.
- Unified British Telecom from a fractured global architecture into a single global omni-channel presence, with a full demo system in the BT Showcase, resulting in \$1.2 million in net new sales for the first time in five years with an extended pipeline of \$2M through their legacy conversion program.
- Established a global partner training program built on accreditation standards that guarantees end customers success in both sales and post sales experiences.
- Brought the concept of Solutions Assurance Reviews to the channel for cloud opportunities with the intention of identifying technology, commercial, and order gaps before a customer is contracted. This process increased contract values by 10%, identified and improved the customer experience.

### **Aspect Software**

**2016 – 2017**

#### ***Senior Director – Cloud Solutions***

I was promoted to build an even stronger team within the broader Aspect organization. Responsible for building a corporate integration strategy and expanding the knowledge and efficiency of the existing Professional Services origination, reporting directly to the executive staff. Created an organizational structure that removed silos and unified communication across the organization from pre-sales to delivery. A stronger-together framework was established keeping the “customer first” approach under a charter of making it easier to do business with.

### **Select Accomplishments/Highlights**

- Launched a new contact center suite originally designed for SMB and BPO's and grew it from \$0 to \$12 million ARR with customers such as Mercedes Benz, Overstock.com, and Hughes Communications.
- Lead the strategy of building a reporting system that brought together multiple fragmented systems and data sources allowing for a single view of project health, recognized revenue, sales pipelines, etc. This system has since been adopted by Senior Leadership, Professional Services, Customer Care, and Technical Account Management to show the health of our customers and business.
- Implemented my Paired Implementation Model developed in previous role into the professional services organization where a customer only has to directly interact with two individuals throughout the project from infrastructure to custom integrations. This resulted in 20% higher NPS scores on major multi-product projects, and higher margin services by reducing the amount of assigned project managers and technical liaisons.
- Merged premise and cloud delivery architect groups that were then split into dedicated pre-sales and implementation teams. Brought the deep subject matter expertise to the front side of the contract reduced sales cycles by approximately 10%.

### **Voxeo Inc.**

**2013-2016**

#### ***Director of Customer Success***

Part of the team who grew an \$8M startup to \$100M ARR run rate in 8 years during an economic recession. Continued leading the Customer Success team and created a new Solutions Architect function. These individuals complemented our Technical Project/Account Managers by serving as technical experts in the post-sales phase to our customers and partners. Built a professional services organization from the ground up

leveraging our partner network to minimize up front capital. This group was responsible for adding 10% to the top line of the business the first year.

After Voxeo's acquisition by Aspect Software, I was responsible for continuing to run the existing Services & Customer Success functions while pivoting a services team of 500 from premise to the Cloud. Built a sales funded global integration team of 19 that would allow the greater organization the flexibility to continue to focus on revenue generating activities while the new team managed all product and infrastructure related activities.

### **Select Accomplishments/Highlights**

- Built PaaS collaboration start-up from \$8M to \$100M run rate
- Built KPI's around Time-to-Value that decreased average Cloud product launch from 250 days to 90 days
  - Introduced Solution Assurance Reviews to identify technology gaps during the pre-sales cycle that mitigated moving target problems and scope creep
- Instituted Customer Success Metrics based on Net Promoter Score that aided in maintaining a level of "Customer Obsession" that resulted in reduced attrition, multiple strong-positive Gartner MQ rankings, references, and white papers.
- Developed a Paired Implementation Model in which the customer only had to interact with a Technical Project manager and a Solutions Architect for infrastructure/product deployment. This approach significantly reduced the implementation timelines and established clear lines of ownership and accountability.

**Voxeo Inc.**

**2012-2013**

### ***Manager/Sr. Manager, Customer Success***

Moved from individual contributor to Manager and then Sr. Manager of the Customer Success team. Responsible for executing leadership's vision of building and leading our Customer Obsession team, comprised of Technical Project/Account Managers responsible for implementation, lifecycle management and renewals. The teams core strategy was to nurture the customer from booking to renewal guaranteeing retention and increasing ARR. Additional responsibilities included integrating M&A personnel and customers, process improvements based on VOC programs, implementing customer retention strategies, establishing long standing relationships with customers and performing joint pre-sales planning sessions for strategic opportunities to help align solutions and control outcomes.

### **Select Accomplishments/Highlights**

- Constant YoY ARR growth with 99% customer retention
- Customers nurtured under this program are still with Aspect (Phillips, Comcast, AON, FiServ, and more)
- Built customer plans/score cards to openly share successes and failures. Used these plans/metrics to get closer to our customers' pipeline to aid growth.
- Reduced Time-to-Value from months to weeks by implementing consistent process for onboarding/implementation
- Led architecture design sessions for customers such as Heartland Payment Systems enabling them to onboard new customers in 15 days vs 12 weeks.
- Developed lunch and learn sessions to spread knowledge throughout the organization.
- Reduced Statement of Work turnaround time by 50% by implementing templated wrappers and technical delivery libraries

**Voxeo Inc.**

**2010 – 2012**

### ***Senior Technical Project/Account Manager***

As a Technical Project Manager, I led projects from the pre-sales phase through successful implementation and ensured customers' ongoing success. Accountable for several challenging high-profile multimillion-dollar projects. The most challenging was a six month project to decommission a production data center running real-time communications traffic with zero downtime and no outages.

Member of the team responsible for winning Lloyd's Bank of London, a \$10M deal. Led pre-sales, implementation and the customer lifecycle, securing initial contract, renewals and growing the account over time. Due to the nature of the new technology solution, I served as both a solutions engineer and the project manager.

Because of my technical background in both engineering and networks, I was responsible for implementations and ongoing care of our most technical customers. This technical background also allowed me to serve as a team lead/Solutions Architect to the rest of the Project Management team.

Spearheaded a solution delivery process improvement project and implemented cross-functional changes that helped to streamline the implementation phase of our customer's experience and deliver greater value.

Created Statements of Work and project plans/schedules. Led Beta program implementations for new technology stacks.

### **Select Accomplishments/Highlights**

- Successfully delivered the top grossing projects for two years resulting in over \$12M in ARR
- Two-time Customer Obsession Award Winner

### **Voxeo Inc.**

**2008 – 2010**

#### ***QA Engineer***

As a QA Engineer I led Product Quality Control for Voxeo's communications and application platform stack. I also served as a technical liaison for customers and partners.

Beta Integrations Lead - Voxeo acquired several technology companies during this time, and I was responsible for the QA of acquisition integrations as each new product was added to the Voxeo product stack. This included working on the integration teams who redesigned these products for a PaaS environment.

Developed a configuration management solution to help the team better manage the QA server environment and maximize work of the entire team.

### **Johnson Controls**

**2008 – 2008**

#### **Field Engineer**

Field Engineer with concentration in remote WAN/LAN configuration and administration. I ran backend implementations for security infrastructure and configuration at Harris Engineering, Parish Medical Hospital, and Florida Mall.

I also installed and configured all security systems in the Polk County school system which included a remote management environment allowing Johnson Controls to access the systems diagnose issues from anywhere. This yielded a total cost savings of \$300K and reduced system down time in an environment where security is paramount.

### **Orange County Government**

**2005 – 2008**

#### ***Systems Analyst***

Ran the special projects group under the Facilities Maintenance division. My responsibilities included evaluation and selection of new environmentally responsible technologies. Once approved, I proposed my findings to the leadership team. In addition, I drafted RFP's and sent them out for bid. This required full working knowledge of government regulations.

I also led a full technology refresh project for the Orlando Convention Center. After the completion of the project, I managed all support and maintenance activities for the project as a systems administrator.

## The Extras:

- Leadership Style: Servant Leadership leveraging a high EQ
- Diversity, Equity, and Inclusion Groups:
  - GWIT Member - Genesys Women In Technology
  - GBEAM Member - Genesys Black Employees and Allies Membership
  - G+ Member - Genesys LGBTQ+ and Allies Group
- IoT Maker/Builder home automation and surveillance <https://github.com/jsajovic/HALpi>
- Patent - Vehicular Child Monitoring System USPTO (17/152,493) File Date: Jan 19, 2021
- North America RaspApect Pi User Group Founder
- Voxeo/Aspect Scuba Club Founder
- Co-Captain Tiger Sharks Indoor Soccer Club
  
- Personality Profiles
  - Gallup Strength Based Leadership:
    - Futuristic
    - Woo
    - Communication
    - Learner
    - Belief
  - Strengths Finder 2.0 Profile:
    - Futuristic
    - Learner
    - Individualization
    - Achiever
    - Woo
  - DiSC Profile: High Influence (i)
  - Myers-Briggs: ENFP