

CHRISTOPHER CLEMENTS

Sales Leader & Player-Coach | B2B & B2G SaaS | Public Safety, Government & Transportation

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SUMMARY

Sales leader and player-coach with 15 years of B2B and B2G sales across public safety, emergency management, state and local government (SLED), federal agencies, transportation, utilities, and training. Carried and achieved a \$1.3M new-business SaaS quota selling immersive emergency-response training to FEMA, the FAA, and DOT through very long public sector sales cycles. Spent 5 years in sales management leading an 11-person inside sales team that generated \$15M+ in revenue; has hired reps, set quotas, designed territories, and coached SDRs. Has sold to 911 dispatch centers, law enforcement, fire, EMS, and emergency management agencies, and is well versed in government RFPs, RFIs, bids, and grant funding. Methodical operator who prioritizes new deals first, then pipeline cultivation, then team coaching. Certified Emergency Manager (CEM) and FAA Part 107 remote pilot with an established network of public safety contacts.

SELLING & LEADERSHIP HIGHLIGHTS

- **\$1.3M new-business SaaS quota achieved** at Engage XR: net-new B2G and enterprise SaaS, \$50K–\$100K deals, with buyers including FEMA, FAA, and DOT emergency-response training.
- **5 years of sales management** at Metis Corporation, leading an 11-person inside sales team selling \$25K–\$50K deals to public and private sector buyers that generated \$15M+ in revenue.
- **Built and ran sales teams:** hired sales reps, set quotas, and designed territories.
- **Sold across public safety:** 911 dispatch centers, law enforcement, fire, EMS, and emergency management, essentially any agency that could use WebEOC, plus federal, transportation, and utility buyers including DoD, DOT, and FEMA.
- **Government procurement:** well versed in RFPs, RFIs, bids, and grant funding; won state procurement contracts.
- **SDR coaching** at Noggin (emergency management and situational awareness SaaS), with team goal setting, activity monitoring, and metrics reporting to leadership.
- **Largest deal: nearly \$250K** over a 4-year term; a one-year executive sales cycle that ended with the COO's signature.
- **Steady closing cadence: 2+ deals per month** at \$5K–\$10K, each worked through demos and legal, IT, and operations reviews.

CORE SKILLS

Sales Leadership: Sales management • Player-coach • Recruiting & hiring sales reps • Quota setting • Territory design • SDR & inside sales coaching • Goal setting, activity monitoring & metrics reporting

Sales Execution: New-logo / new business acquisition • Account expansion • Full-cycle B2B & B2G SaaS sales • Complex, long-cycle, multi-stakeholder deals • Discovery, demos & executive presentations • Contract negotiation • Trade shows & industry conferences

Process & Tools: Salesforce CRM • MEDDIC & BANT qualification • Pipeline management & forecasting • Government RFPs, RFIs & bids • Grant funding • Public procurement & state contracts

Markets & Domain: Public safety • 911 dispatch • Law enforcement • Fire & EMS • Emergency management • Incident management & EOC (WebEOC) • Mass notification & government communication platforms (Everbridge & Twilio integrations) • Federal, state & local government (SLED) • Transportation • Utilities & energy • Immersive / VR training • AI platforms • UAV / drone operations (FAA Part 107)

PROFESSIONAL EXPERIENCE

Sales Consultant | Colors AI

2/2024 – Present

New York, NY

- Acquire new customers implementing AI platforms, immersive digital content, and AI chatbots to improve daily operations, framing clear ROI for owners, investors, and administrators.

- Consult on and sell AI platform integrations that use UAV monitoring and IoT to inspect supply chains.
- Designed drone-compatible alert platforms for rapid communication in transportation corridors and energy facilities, plus chatbot functions for notification and resource allocation.
- Translate customer needs into requirements for developers and deliver analytics reports with predictive forecasting.

Senior Account Executive, North America | Engage XR

9/2022 – 2/2024

New York, NY

Irish-based SaaS startup offering a professional immersive (VR) training and education platform to public and private clients.

- Carried and achieved a \$1.3M new-business quota selling immersive training SaaS, with deals averaging \$50K–\$100K.
- Sold emergency-response training to government buyers including FEMA, the FAA, and DOT, managing very long public sector sales cycles.
- Targeted high-impact accounts for net-new logos and expansion of existing customers in an established, competitive market.
- Built emergency management and safety training modules for continuing education and emergency response certifications for utilities and drilling platforms.

Executive Account Management | Noggin

2019 – 2022

Oakland, CA (Remote)

Australian-based SaaS provider of emergency management and situational awareness software.

- Coached an SDR team on outbound cold-calling techniques and lead development to build top-of-funnel pipeline.
- Supported sales team goal setting, activity monitoring, coaching and mentoring, and metrics reporting to upper management.
- Drove adoption of incident management software with federal agencies, transportation authorities, and utilities, working directly with key decision-makers at DoD, DOT, and FEMA.
- Delivered real-time data solutions that gave field and command leaders a common operating picture; integrated live drone feeds into emergency operations centers and command rooms with DOT, rail operators, and port authorities.
- Served as the link between customers and software engineers on a continuously updated platform.

VP of Sales Implementation (Sales Lead) | Metis Corporation

2013 – 2019

Atlanta, GA (Remote)

IT value-added reseller serving higher education and SLED; expanded into IT implementation with HP, Oracle, and Cisco partnerships. Company averaged 160% YoY growth since 2013.

- Hired as a business development specialist and promoted rapidly into sales management on sales performance.
- Spent 5 years in sales management, leading and coaching an 11-person inside sales team, split by public and private sector with \$25K–\$50K average deals, on new business and account growth; the team met and exceeded goals and generated \$15M+ in revenue by 2018.
- Managed the team day to day: identified each rep's strengths and gaps and coached best practices.
- Carried a personal book of state and local government and utility accounts across short and long sales cycles; responded to RFIs, prepared bids, and won state procurement contracts.
- Represented and sold WebEOC (Emergency Operations Center), including its integrations with Everbridge, Twilio, and other mass-notification and communication platforms.
- Led the WebEOC implementation team, integrating drone analytics to improve coordination among emergency management, transportation, and pipeline agencies.
- Represented Metis at trade shows and industry conferences nationwide (25–75% travel).

EDUCATION & CERTIFICATIONS

CEM, Certified Emergency Manager — International Association of Emergency Managers

MBA, Healthcare Management concentration — University of Alabama, Manderson Graduate School of Business, 2010

BS, Management and Marketing — University of Alabama, 2009

FAA Part 107 Remote Pilot — Small Unmanned Aircraft Systems (Commercial UAV/Drone Pilot)