

# Hyle Campbell

## Executive Leader for Services and Operations

A lead-from-the-front executive with extensive experience building and directing large, culturally diverse and remote services, engineering and sales teams. Ability to communicate technical concepts and business solutions to C-level executives across multiple industries.

### EXPERIENCE

#### PRINCIPAL BUSINESS AND SERVICES CONSULTANT

[Blue Feather](#) Jan 2016 - Present

- Provided team leadership, guidance on new offerings and business turn-around solutions.
- Created Professional Services, support, and customer success teams with analytics.
- Developed and implemented sales processes and business development strategies supported with appropriate enablement tools.
- Trained staff on methodologies for hiring and building customer-facing technical teams.
- Reviewed and optimized HR, finance, recruiting, pre and post sales.
- Development of targeting, messaging & positioning.
- Community development and event planning.
- Select Clients Included: CommuniGate Systems, MindSource, AvantSoft and Sencha.

#### SR DIR, PROFESSIONAL SERVICES, SUPPORT, ALLIANCES AND TRAINING

[Sencha, Inc.](#) Jan 2011 - Jan 2016

- Successfully hired a motivated global services, support and training organization from the ground up.
- Instituted processes for sales, scoping, delivery and operations of the newly formed organizations.
- Created product based service offerings geared at driving customer success when utilizing Sencha technology.
- Leadership responsibility for professional services, support and training organizations.
- Established a partner and alliance program with worldwide reach. The program included 100s of firms with more than 20 organizations participating at the highest certification level.
- Hired and mentored managers and engineers to operate as a team while developing their skills in pre-sales, delivery and customer interactions.
- Guided services team to deliver a 6X improvement in services revenue in first two years.
- Instituted a (PSA) professional services automation system to track all activities for a growing global team of full time employees, contractors and partners.
- Established the company's product support team, and transferred the team to the engineering group with a support manager and 7 support engineers, backing a multi-million dollar annual business.
- Select Clients Included: MasterCard, Aetna, Google, Trinet, Morgan Stanley, NATO and UNOPS.

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Hayward

### SKILLS

Leadership  
Professional Services  
Team Building and Mentoring  
KPI's and Tracking  
Project Scoping  
Partner Programs  
Open Source  
Solution Selling  
Sales and Support  
Program Management  
Targeting Messaging & Positioning  
Enterprise Sales  
Enterprise Software  
Software Development  
Global Team Management  
Pre and Post Sales Services  
Budget and P&L Responsibility  
System Integration

### EDUCATION

#### Bachelor of Arts

[DeVry Institute of Technology](#)

Electronic Engineering

#### MBA

[University of Phoenix](#)

Technology Management

## **VICE PRESIDENT OF PROFESSIONAL SERVICES**

**RedPeak Solutions** Jan 2010 - Jan 2010

- Provided early stage professional services setup activities including the creation of initial solutions, partnership development, sales and delivery procedures.
- Developed packaged solutions and supporting marketing material enabling sales to conduct business with a cutting edge technology.
- Trained senior consultants in pre-sales, scheduling, delivery and problem resolution techniques.

## **PRESIDENT AND COO**

**The Forbin Group, Inc.** Jan 2005 - Jan 2009

- Established The Forbin Group to provide IT infrastructure consulting and software development services for fast growing or emerging companies.
- Ramped pure services revenue from 0 to over 5 million, with an average of 40% gross margin, in less than 2 years.
- Recruited a veteran team, expert in designing scalable and highly available application and storage solutions for high volume web companies, mostly in the consumer and e-commerce space
- Maintained a pool of over 40 engineers to deliver services on a cost effective and as-needed basis. These engineers, comprised of full time staff and professional contractors, held expertise in Unix, Linux, Windows, CDN, Storage, web architectures, databases, security and cloud computing.
- Instituted performance metrics and tools to measure team effectiveness and optimize the business.
- Implemented a fully web based corporate ERP system, which resulted in timely and more accurate project tracking, reporting and invoicing.
- Developed services marketing and sales strategies, which resulted in the delivery of over 100 client engagements involving infrastructure design and custom software development.
- Select Clients Included: Google, Amazon, Adobe, Citrix and Ingersoll Rand.

## **SENIOR DIRECTOR OF PROFESSIONAL SERVICES, SUPPORT AND TRAINING**

**Sendmail, Inc.** Jan 1999 - Jan 2003

- Established a consistent and comprehensive reporting system for project tracking and updates.
- Worked collaboratively with other executives, sales, product management and engineering.
- Held management and P&L responsibilities for the field consulting, technical support and training departments, generating close to 50% of company revenues.
- Recruited, trained and managed a global team of highly technical consultants based in the Americas, Great Britain, China, Japan, Germany and France.
- Maintained a growing revenue stream through the dot-com market downturn.
- Delivered over 1000 professional service engagements from California to Turkey.
- Developed project tracking, project management, and revenue forecasting systems.
- Maintained a 24/7 Tech Support department that resulted in 20% of Company revenues.
- Select clients included: Executive office of the President, Morgan Stanley and Double Click