

Shawn Lankton

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EXPERIENCE

Diligent Corporation ([board collaboration software](#) - sold for \$624M) New York, NY
Responsible for all commercial operations as CMO Jun 2015 - Nov 2016

- **Successful Exit (\$624M) with Insight Venture Partners**; was retained post-sale to transition to new ownership and complete diligence for 3 pending acquisitions [details](#)
- **Quadrupled revenue growth from 10% to 40%**, by improving sales process and execution, upgrading messaging, and boosting demand generation
- **Cut customer acquisition cost (CAC) in half** by building an analytics capability to track ROI and relentlessly optimizing marketing channel and sales rep performance
- **Hired and trained a global sales development team** responsible for 20% of new bookings within 3 months of launch; dramatically cut sales cycle and boosted win rates
- **Led a 30-person global team** (up from 15 at joining) spanning Sales Ops, Sales Development, Analytics, Product Marketing, and Lead/Demand Generation

McKinsey & Company New York, NY
Associate Partner (AP) in the Tech and Software practices Jan 2010 - Jun 2015

- **Co-founded McKinsey's Growth Tech Practice**, which focuses on creating rapid impact in growth-stage tech companies; led 20+ engagements while at McKinsey
- **Launched SaaS Radar**, a benchmark tool for B2B SaaS companies (150+ participants): identified need, recruited participants, and converted insights to paid client engagements
- **Gained industry expertise in healthcare IT, pharma, and enterprise software**
- **Managed, developed, and mentored 50+ consultants** and recruited dozens of PhD students as the leader for MIT recruiting and nation-wide PhD attraction programs
- **Selected projects** in sales effectiveness, pricing, M&A, and new market entry (40+ total)
 - **Tripled a storage startup's valuation by rolling out "as a service" pricing** that better fit market demand; company became a "unicorn" 9 months after rollout
 - **Streamlined a startup's sales and pricing functions leading to a \$614M exit** over the course of 3 projects, shortened sales cycles and boosted growth in new logos
 - **Built post-acquisition integration plan for 3 ecommerce startups** including comp plans, reporting structure, and product bundles to maximize sales effectiveness
 - **Grew profit of a \$9B IT services business by 5%** by reducing discounts with a custom-built tool that mined sales data to give reps deal-specific price guidance
 - **Restructured \$20B software company's sales org for vertical selling** by understanding existing capabilities, peer case studies, and customer buying process

RESEARCH

Georgia Institute of Technology Atlanta, GA
Post Doctoral Researcher, Graduate Research Assistant Aug 2005 - Dec 2009

- **Developed computer vision software** capable of detecting brain tumors and arterial plaque formations; resulted in [8 publications](#), a [PhD thesis](#), and [US Patent 8,155,405](#)
- **Developed and shipped software to track targets in video sequences** through consulting contracts with Sikorsky, Lincoln Labs, and UTRC; resulted in [5 publications](#)

EDUCATION

Georgia Institute of Technology Atlanta, GA

- **Ph.D. in Electrical and Computer Engineering**; August 2009 (highest honors)
 - **Research Focus: computer vision**, control theory, differential geometry
 - **Funding: NSF fellowship (TI:GER)**; resulted in [US Patent: 2,010,0091.104](#)
- MS in Electrical Engineering, 2007; BS in Computer Engineering, 2005 (highest honors)

INTERESTS

Blogging (Articles published in [HBR/Forbes](#)), acoustic guitar, machine learning algorithms