



Doug Von Koenig

Associate

Doug Von Koenig brings over 30 years of successful high-tech enterprise sales, sales management and marketing experience to ValueSelling Associates. His sales leadership experience ranges from software to enterprise hardware/software to factory automation solutions in both direct and channel focused environments.

He leverages his diverse leadership experiences to provide a finely tuned and customized ValueSelling solution for his clients. His extensive sales and management experience, which includes leading both inside and outside sales teams, aligning marketing and sales for connected success, as well as his vast international sales experience, provides a unique understanding of what it takes to sustainably accelerate growth for sales and marketing organizations of all sizes globally.

Doug has held executive sales leadership positions with Dell, Toshiba Americas Information Systems, Tele Atlas and Zenith Data Systems and has been consistently recognized for sales achievement excellence. While at Zenith, he grew his region's revenues 5X in just three years and received the Groupe Bull "President's Best" award, which was awarded to the top 1% of worldwide sales achievers.

Doug was introduced to the ValueSelling Framework® in 2002 during his 5 years at Toshiba. Embracing and enthusiastically implementing ValueSelling led to his team's success in closing several of the largest Fortune 100 customers in company history and in repeatedly growing his business 20% year-on-year.

He installed ValueSelling as a sales leader at two companies and leveraged this experience to help his clients quickly ramp ValueSelling within their organizations. This resulted in rapid acceleration of their businesses and sustained growth year-after-year as ValueSelling became institutionalized and part of the cultural DNA of how the client sells and markets itself.

Doug holds a bachelor's degree in business from Chaminade University of Hawaii. He regularly mentors business students at the University of Colorado and is a guest lecturer at the University of Michigan Ross School of Business.

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