



## Chad Sanderson

Associate

Chad Sanderson is an award-winning sales, marketing and business strategy consultant with 20+ years of proven results in driving revenue growth, facilitating market expansions and building high-performance teams.

Selected by ColoradoBiz magazine as one of the "Top 25 Most Powerful Salespeople," and by Training magazine as a "2018 Top 5 Emerging Training Leader," Chad is a sought-after and trusted advisor to global companies, partnering with them to optimize sales across markets and verticals, and drive predictable revenue growth.

He was a founder of Value Prime Solutions, a leading provider of the ValueSelling Framework. In 2018, the company was recognized with a Gold Stevie Award for Sales Training Company of the Year and Bronze Stevie Award for Sales Consultancy of the Year. Value Prime Solutions was recently acquired by ValueSelling Associates.

Before joining ValueSelling Associates, Chad spent 11 years as an executive in the digital agency space, most recently as EVP, Sales and Marketing for Universal Mind, and as VP, Sales and Marketing at Cynergy, which was acquired by KPMG. He has consulted with and enabled major brands, including Adobe, New Relic, Verizon Wireless, McKesson, eBay, Microsoft, Chrysler, Ingersoll Rand, Fidelity, Thomson Reuters and the Minnesota Vikings, to name a few.

Chad was introduced to the ValueSelling Framework over a decade ago and credits the methodology for his ability to consistently exceed quota. Within four months of applying the formula, he closed his first \$1 million deal. Since then, he has trained his sales and marketing teams in the ValueSelling Framework, resulting in their ability to deliver record-setting results quarter over quarter.

An engaging, high-energy consultant known for his direct and engaging style, Chad hosts 'The B2B Revenue Executive Experience' podcast. He holds an MBA in Marketing from Regis University in Denver, CO and an undergraduate degree from the University of Southern Indiana. During his spare time, you'll find Chad riding his Harley in the summer or skiing the slopes in the winter.

To gain sales revenue insights, listen and subscribe to the podcast: [The B2B Executive Experience](#).

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