

MICHAEL J. REHAK



SENIOR SALES & BUSINESS DEVELOPMENT EXECUTIVE

Growth Strategies / Brand Management / Increased Market Share / Executive Leadership

Strategic business leader with over 20 years' experience leading global sales and business development initiatives for SaaS, financial services & CPG industries. Success in directing teams in developing, launching, and growing international Fortune 500 and private brands via direct sales, licensees, and distributor/retailer models. Highly effective at leveraging strategic V & C-level partnerships, negotiation skills, and go-to-market strategies to identify and secure new business opportunities. Versatile and resilient leader able to thrive in challenging environments to streamline organizations and competitively position firms for global market dominance.

PROFESSIONAL EXPERIENCE

Strat2gy Inc. – Fort Lauderdale, Florida

10/24 – Present

Strategic advisory and SaaS firm supporting commercial strategy execution across growth-focused industries.

EVP, Sales & Strategic Partnerships

- Led global SaaS product launch across North America, Europe, and Australia, developing pricing strategy and securing multiple private equity firms as clients.
- Built C-suite relationships (CEO/COO/CFO) and private equity partnerships to drive platform adoption across AI/ML technology, CPG, manufacturing, and financial services.
- Directed AI/ML platform roadmap development, launching key features including cap tables, entity management, and multicurrency support.

365 Retail Markets – Troy, Michigan

02/2023 – 10/2024

Global leader in SaaS and AI/ML retail technology powering self-checkout and unattended retail *with annual revenue exceeding \$400M.*

Vice President of Sales, North America

- Rebuilt and led 60-person sales team across Enterprise, SMB, New Logo, and Biz Dev, delivering \$80M+ in new hardware revenue.
- Designed sales training frameworks, CRM deployment, and KPI dashboards to scale team productivity and accountability.
- Introduced and delivered new AI/ML POS terminals, payment processing software, and digital payment solutions, resulting in \$15M ARR hardware & SaaS revenue with PepsiCo.

Coinsource, Inc. - Dallas, Texas

09/2021 – 02/2023

\$70M privately held worldwide technology & software provider for cryptocurrencies servicing the retail and fintech sectors.

Senior Vice President of Sales

- Developed the GTM strategy to sell SaaS services through direct and reseller sales organizations, as well forging strategic partnerships on a domestic & global basis.
- Built & led 10-person enterprise sales team focused on selling SaaS and digital payment services to C-Store, Grocery and Financial Institution verticals.
- Secured partnerships opening new emerging markets of Brazil, Spain, and UAE resulting in \$10M+ projected ARR.
- Closed the company's largest enterprise deals with Kwik Trip & Casey's General Stores, resulting in over \$5M projected ARR.

GardaWorld Cash Services - Boca Raton, Florida**01/2017 – 09/2021***Largest North American cash automation & technology provider with revenue of \$3B.***Head of Retail Sales**

- Built and coached a 40-person team with national and regional responsibilities, implementing a solution-selling framework and restructuring incentives to drive retention and performance, resulting in a 50% reduction in CAC.
- Developed and executed a full GTM strategy for a new Cash Automation product line, targeting C-Store, Grocery, QSR, Fashion & Luxury verticals, achieving over \$250M in new ARR.
- Secured multi-million-dollar partnerships with national and global accounts including Starbucks, The Home Depot, Whole Foods, NIKE, LVMH and Circle K, demonstrating strength in national program sell-in and execution.

Q.E.P. Co, Inc. - Boca Raton, Florida**09/2012 – 12/2016***Worldwide leading designer, manufacturer and distributor of CPG products with annual revenue exceeding \$350M in over 80 countries with 15 iconic brands.***Vice President of Sales**

Member of the executive leadership team to oversee business development and sales activities across NA, LATAM, EMEA and APAC.

- Accountable for strategic sales planning and execution, brand positioning, marketing/sales activities, new product development and launches, national accounts (The Home Depot, Lowe's & Hardware Coop's), distributor, E-Commerce, export, OEM relationships, licensing agreements.
- Directed \$300M in P&L with 6 direct reports and 26-member team.
- Delivered \$44M sales growth in three years for North American & International Operations.
- Increased national account sales over 190% resulting in \$22M in new sales.
- Strategically grown E-commerce revenue (Amazon, Wayfair) from \$1.3M to \$5.9M.

MAT HOLDINGS, Inc. - Atlanta, Georgia**08/2010 – 08/2012***Diversified \$1B global CPG manufacturing and distribution company that provides quality products and trusted brands to two business categories – Automotive and Consumer.***Director of Sales & Marketing (North America)**

Executive position to direct all aspects of \$220M MATI divisions lawn & garden accessories business.

- Provided leadership and vision for 20+ person sales & marketing team plus over 10 independent sales representatives focused on maximizing sales to national accounts (The Home Depot, Lowe's, Menards, Amazon) and distributors.
- Generated \$9.5M in new business with mass retailers, Target, Wal-Mart, CVS, and Wayfair.
- Launched Canadian market to \$2.2M in sales within one year.

GEORGIA-PACIFIC - Atlanta, Georgia**07/2005 – 08/2010***\$2.5B CPG manufacturer controlling 70% of North American market.***National/Global Sales Manager**

Directed all new business development and sales/objectives for Tableware division across North America, Europe, and Caribbean. Provide expert management of Dixie & Vanity Fair portfolio containing high profile/volume accounts in the grocery, club & big box verticals, exceeding \$450M annually. Implemented business plans and marketing programs for clients across all levels.

- Increased sales \$230M and expanded Dixie portfolio through acquisition of over 75 new and profitable accounts.
- Generated \$60M in new sales through development of new Caribbean and European accounts.

FORMAL EDUCATION**Bachelor of Arts, History**

University at Albany, Albany, New York

University of Southern Queensland, Queensland, Australia