

# RESUME

## CONTACT

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[ADAMCORDNER.COM](http://ADAMCORDNER.COM)

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## EDUCATION

AUSTRALIAN INSTITUTE OF BUSINESS

SYDNEY UNIVERSITY

CAMERON JANE ACADEMY



ADAM CORDNER, BRISBANE  
(OMNIPOTENT PROFESSIONAL)

[LINKEDIN](#)

## PROFILE

Dynamic and results-driven business leader with two decades of success across all facets of business.

Expertise in Sales, Marketing, and Entrepreneurship, paired with a flair for creativity and a proven track record of impactful leadership.

## PROFESSIONAL EXPERIENCE

### SALES:

My career has been dedicated to sales mastery and marketing effectiveness. As the Chief Revenue Officer (CRO) and Sales Leader at Coldstart Agency, a premier boutique private equity and startup firm, I specialise in driving sales growth and client acquisition through creativity and maturity. My focus has been on developing and expanding startups and brands. Previously, I've held various senior sales and account management roles at Zuora, Salesforce, SAP, Infor, Microsoft, and NetSuite, where I refined my expertise in sales management and customer acquisition.

### MARKETING:

With extensive experience in Digital Marketing, I've excelled as a successful e-commerce business owner, agency leader, and digital strategist. As a co-founder of successful e-commerce ventures, I honed my expertise in online sales and customer engagement, leveraging innovative digital strategies to drive business growth. My experience as an agency owner has further sharpened my skills in branding, conversions, delivering ROI and most importantly – never losing money!

## KEY SKILLS

SALES

DIGITAL MARKETING

LEADERSHIP

# EXPERIENCE

## WORK HISTORY

### Rithum | Sales

- **Retail and Brand Specialist | Strategic Accounts Director**
- January 2024 – Present
- Australia

### MANWASH (side hustle) | Marketing | Leadership

- **Chief Executive Officer**
- April 2023 – Present
- Australia

### Coldstart Agency | Sales | Marketing | Leadership

- **Director | Chief Revenue Officer (CRO)**
- April 2020 – January 2024
- Asia Pacific

### Podify | Marketing

- **CEO | Co-Founder**
- May 2021 – July 2023
- Australia

### Zuora | Sales | Leadership

- **Director | Financial Services and Media**
- April 2022 – January 2023
- Asia & Pacific

### Domo, Inc. | Sales | Marketing | PR | Sales Management | Leadership

- **Evangelist / Principal Solutions Consultant**
- August 2016 – April 2021
- Australia, Pacific, South East Asia, Hong Kong

### Salesforce | Strategy | Sales | Marketing

- **Digital Marketing Consultant | Senior Solutions Engineer**
- January 2013 – August 2016
- Australia, New Zealand

### SAP | Sales

- **Solutions Consultant, Specialist Cloud Platform**
- 2010 – 2013
- Australia, Singapore, New Zealand

### Infor | Sales

- **Sales | Key Account Manager**
- 2009 – 2010

### Microsoft (Dynamics) | Sales

- **Sales Executive**
- 2007 – 2009

### NetSuite | Sales

- **Business Development Manager**
- 2005 – 2007

## SKILLS

### Sales:

- CRM
- Account Management
- Sales Management
- Salesforce
- SAP

### Marketing:

- Digital Advertising
- SEO
- Branding
- Ecommerce
- Shopify
- Meta Advertising

### Strategy:

- Campaign Strategy
- Data Science
- Financial Models

### Leadership:

- Sales Management
- Account Management
- Financial Management
- P/L Management
- Board Reporting
- Company Director Compliance

## EDUCATION

### Australian Institute of Management

- Accounting and Finance

### Canberra Institute of Technology

- Fine/Studio Arts, General

### University of Sydney

- Certificate, Web Page, Digital/Multimedia and Information Resources Design

### Cameron Jane Academy

- Makeup Design + Special Effects

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