

Mike Goldberg

Atlanta, GA • 470.399.6600 • mike@dunestudios.com • [LinkedIn](#)

SUMMARY

Sales professional with focus on Channel Management, PropTech Hardware / SaaS, and Building Controls. Proven growth partner with a data driven *'what's right for the business?'* ethos. Not afraid to ask questions.

EXPERIENCE

PlayPower, Inc.

01/2025 – Present

Director, Channel Sales

- Developed and executed a multi-tiered channel program, grew sales by 50% YTD to \$6M+ in incremental revenue.
- **Hired and led a team** of Regional and Inside Sales Managers to support channel partners qualify & close sales.
- Onboarded 12 new partners, expanded market reach, and implemented sales tools to improve partner performance.
- Established KPIs and incentive structures, improving YoY partner engagement and sales productivity.
- **Managed channel conflicts**, pricing strategies, and compliance to foster a healthy partner ecosystems.

Latch

05/2022 – 07/2023

Key Accounts Director

- Managed **12 named accounts** among the top NMHC Multifamily Largest Owners, Builders, & Developers.
- Primary business lead for customer engagement with **Channel Partners** and PropTech **Systems Integrators**.
- **Average deal size: \$325K ~ \$200k hardware and \$125k SaaS.**
- **Exceeded goal 2022 Q4 by 110% // 2023 Q1 by 198% // 2023 Q2 by 133%.**
- Deployed **rolling 30-60-90 day action plans** to meet technology deployment timeframes across 80 communities.
- **Established KPIs and led Quarterly Business Reviews (QBRs)** to measure deployment success.

Acuity Brands

Regional Sales Manager – NY, NJ, PA, DE

11/2021 – 05/2022

- Built and implemented **territory action plans and KPIs** to grow (1) existing and (1) new manufacturer partner rep by incremental \$10MM. Supported the action plans through Monthly sales data and QBRs.
- Negotiated pricing and service terms to successfully win a \$1M **distributor stock conversion**.

Regional Sales Manager – FL

02/2018 – 11/2021

- Solidified **strategic account partnerships** and expanded market share across (4) lighting manufacturer partner reps leading to \$5M in topline incremental growth.
- Directed reps on **Root Cause Countermeasure Analysis** to close industrial product vertical sales gaps.
- Led **Quarterly Business Reviews (QBRs)** with manufacturer partner reps and distribution partners to support growth KPIs.

Construction Solutions Manager – TN, AL, Gulf Coast

04/2015 – 02/2018

- Built territory action plans for (5) lighting manufacturer partner reps **integrating a newly acquired downlight business** leading to 11% growth in the residential product vertical.
- Facilitated product conversions and special pricing agreements (SPAs) resulting in \$4M in incremental growth.

Renovation Sales Manager – New England

02/2014 – 04/2015

- Helped manufacturer rep partners leverage the MassSave & NYSERDA upstream incentive programs to sell into ESCO accounts and add \$1.4M+ incremental sales.

Contractor Sales Manager – New England

10/2012 – 2/2014

- Conducted **New Product Introductions (NPI)** for contractors with C&I LED Light fixtures.
- Assisted manufacturer rep partners with competitive product crosses, site walks, pricing, and channel feedback.

EDUCATION

B.S. Geography / Geographical Information Systems (GIS)

2006

Shippensburg University of Pennsylvania, Shippensburg PA

SKILLS

Sales: Sandler & Challenger Methodology, Salesforce, SAP, ZoomInfo, LinkedIn, SalesLoft