

Mike Goldberg

Atlanta, GA | 470.399.6600 | mike@dunestudios.com | [linkedin.com/in/mikegoldberg](https://www.linkedin.com/in/mikegoldberg)

PROFESSIONAL SUMMARY

Channel sales and business development leader with 15+ years driving \$20M+ in incremental revenue across AEC technology, PropTech hardware/SaaS, smart buildings, and building controls. Rare blend of hands-on AEC software sales (Bentley Systems — MicroStation, InRoads, Haestad Methods) and modern PropTech deployment across the full construction lifecycle, from pre-design through post-construction. Proven at building channel programs from the ground up and leading cross-functional teams using Sandler and Challenger methodologies. Track record of 110–198% quota attainment. GIS degree holder with working fluency in geospatial and engineering software workflows.

CORE COMPETENCIES

AEC & Construction: Construction Lifecycle Engagement (Pre-design - Post-construction), Design-Build, Specification Selling, Building Controls, Lighting

PropTech & Smart Buildings: Access Control, IoT, Smart Building Ecosystems, Multifamily Real Estate, SaaS + Hardware Solution Selling, NOI/ROI Value Propositions

Technical Tools: Salesforce, SAP CRM, NetSuite, SalesLoft, ZoomInfo, LinkedIn Sales Navigator

Channel & Sales Leadership: Partner Recruitment & Onboarding, Rep Agency Management, SPA Negotiation, Distribution Strategy, Territory Planning, Forecasting, QBR Facilitation, KPI Development, Sandler & Challenger Methodologies

PROFESSIONAL EXPERIENCE

PlayPower, Inc. — Director, Channel Sales

January 2025 – Present

- Developed and executed a multi-tiered channel program, growing sales 50% in Year 1 and generating \$6M+ in incremental revenue.
- Hired and led a team of Regional and Inside Sales Managers supporting channel partners in qualifying and closing complex sales.
- Onboarded 12 new partners, expanding market reach, and implemented sales tools and enablement resources that improved partner performance.
- Established KPIs and incentive structures that improved year-over-year partner engagement and sales productivity across the network.
- Managed channel conflicts, pricing strategies, and compliance programs to foster a healthy, scalable partner ecosystem.

Latch, Inc. (Rebranded as DOOR, Inc.) — Key Accounts Director

May 2022 – July 2023

- Managed 12 named accounts among the top NMHC-ranked multifamily owners, builders, and developers in the United States; served as primary business lead for channel partners and PropTech systems integrators.
- Engaged stakeholders and decision makers across the full construction lifecycle — pre-design through post-construction — aligning smart building use cases and operational efficiency gains to each stakeholder's role in the project.
- Pitched product ROI as a function of increased property Net Operating Income (NOI), closing an average deal size of \$325K (~\$200K hardware, \$125K recurring SaaS).
- Collaborated with Sales Engineers, Product Managers, Finance, and Legal to craft solutions that closed deals; oversaw delivery of fully operational smart building ecosystems alongside Customer Success.
- Exceeded sales quota by 110% in Q4 2022, 198% in Q1 2023, and 133% in Q2 2023.
- Deployed rolling 30-60-90 day action plans across 80 communities; established KPIs and led Quarterly Business Reviews (QBRs) to measure deployment velocity, ROI, and customer success.

Acuity Brands — Progressive Sales Leadership

October 2012 – May 2022 | Lighting, controls, and construction solutions

Regional Sales Manager (NY, NJ, PA, DE)

November 2021 – May 2022

- Managed two independent rep agency partnerships accounting for over 50% of regional revenue; built territory action plans and KPIs targeting \$10M in incremental growth, supported by monthly sales data analysis and QBRs.
- Negotiated pricing and service terms to convert \$1M in stock business from a top-tier competitor through value-added relationships.

Regional Sales Manager (FL)

February 2018 – November 2021

- Managed four independent rep agency partnerships responsible for 40% of regional revenue; expanded market share and delivered \$5M in incremental topline growth across all Florida markets, outpacing market growth.
- Targeted and engaged C&I discretionary and design-build electrical contractors to drive new business, growing recurring revenue by double digits.
- Applied root cause countermeasure (ABS) methodology to close industrial vertical sales gaps; created a regional process-improvement standard that was adopted nationally.
- Hunted and closed a \$250K initial conversion with a Florida strategic account that scaled to \$1.25M in incremental growth; expanded Tampa strategic account share by \$300K.

Construction Solutions Manager (TN, AL, Gulf Coast)

April 2015 – February 2018

- Built territory action plans for five manufacturer representative partners integrating a newly acquired downlight business, driving 11% growth in the residential vertical and \$4M through product conversions and special pricing agreements (SPAs).
- Conveyed business intelligence from end users, contractors, distributors, and agency partners across the organization; built industry relationships through monthly NECA (National Electrical Contractors Association) participation.
- Expanded Nashville strategic account distributor market share by \$1.1M; negotiated and executed product conversions across Alabama worth \$300K.

Renovation Sales Manager (New England)

February 2014 – April 2015

- Drove \$1.4M+ in lighting and controls sales through the Mass Save and NYSEERDA upstream incentive programs into ESCO accounts, against aggressive competitor pricing; displaced incumbent competitor business at Connecticut's fastest-growing ESCO.
- Hosted an NYC Energy Summit for a key strategic account and trained distributor branches across New England on controls solutions, increasing stock activity.

Contractor Sales Manager (New England)

October 2012 – February 2014

- Conducted new product introductions (NPIs) for contractors on commercial and industrial (C&I) LED lighting fixtures; supported rep agencies with competitive product cross-references, design-build specifications, site walk-throughs, and pricing strategy.
- Facilitated distributor stock sales and increased brand awareness through contractor trainings, counter days, and trade shows.

IPSOS China — Freelance Qualitative Report Editor (FMCG), Shanghai, China

October 2008 – October 2012

- Edited qualitative market research reports for FMCG clients during residence in Shanghai.

Bentley Systems, Inc. — Account Manager, Pacific Northwest (US & Canada)

August 2007 – October 2008

- Managed all aspects of a seven-state/province territory, growing territory ARR by \$750K (37%) in 12 months through new account penetration and SAP CRM-driven account consolidation.
- Consulted civil, hydraulic, and hydrology engineers and architects through procurement of MicroStation, InRoads, and Haestad Methods solutions, ensuring correct platform deployment.
- Secured a potable water capital improvement project with the City of Yellowknife, deploying SCADA solutions; represented Bentley at Geospatial Information & Technology Association (GITA) conferences.

EDUCATION & CREDENTIALS

B.S., Geographic Information Systems (GIS) — Shippensburg University of Pennsylvania

HSK Level 2 (Chinese Proficiency) — Confucius Institute Headquarters (Hanban)

Gamma Theta Upsilon — International Geographical Honor Society