

# Mike Goldberg

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## SUMMARY

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Sales professional with two decades experience in Sales, Channel Management, Property Tech SaaS, and Building Controls. Proven growth partner with a data driven ‘*what’s right for the business?*’ ethos.

## EXPERIENCE

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**PlayPower, Inc.** **01/2025 – Present**  
**Director Channel Sales**

**Groove Technology Solutions (MSP / SI)** **12/2023 – 04/2024**  
**National Account Executive**

- Utilized **Challenger selling methodology** targeting Multifamily residential developers for Managed Services.

**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 of \$200k (access control hardware) and \$125k (SaaS)**.
- **Exceeded goal 2022 Q4 by 110% // 2023 Q1 by 198% // 2022 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

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

Shippensburg University of Pennsylvania, Shippensburg PA

## SKILLS

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**Tech:** Desktop / Server Linux, Python, Bash scripting, DNS Sinkholes, Docker Stack, NGINX

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