

Ross Dabrow

VP / Director of Sales | Startup, Turnaround & Growth Expert | High-Tech Sales & Digital Content Licensing

Summary

LAUNCHING / TRANSFORMING BUSINESSES DOMESTICALLY AND INTERNATIONALLY

Building #1 sales organizations.

With a servant leadership philosophy, I have repeatedly proven that when sales executives invest in assembling and training teams of emotionally intelligent strategic thinkers aligned with the company vision, revenue & sales performance follow.

After 13 years of driving explosive growth in digital / online media—most recently as VP of Sales at T3Media (formerly Thought Equity Motion), a global video management / content licensing leader—I know what it takes to rescue failing businesses, achieve 180-degree turnarounds and guide startups to market dominance in E-Commerce & B2B environments.

Applying high-velocity, decisive business leadership when organizations need to power launches or overcome a crisis.

After delivering historic-level sales at Getty Images, I was recruited by Thought Equity Motion and positioned this no-name startup to # overpower the top 2 industry players and ascend to market leadership in our initial 24 months sales-startup. After 5 years at other firms, I was re-recruited and # transformed their troubled Eastern sales operation into the highest-performing region in 1 year.

Channeling forward-thinking creativity into YoY revenue growth.

At Framepool, a German media rights company with no U.S. brand awareness, I optimized tight resources to pioneer a product that offset flatlining sales and attracted formerly elusive ad agency business. We converted every single customer-facing meeting into sales, # outdistanced 4 formidable competitors to earn “preferred vendor” status and # realized triple-digit growth in 3 years.

Reach out if you are looking to connect with a SENIOR SALES EXECUTIVE who delivers game-changing impact on sales organizations and the top line.

Experience

Vice President Sales | Startup & Turnaround Leadership | Strategy Development | Change Management at T3Media (formerly Thought Equity Motion)

March 2013 - Present (1 year 1 month)

Dates: 2013 to Present; and 2006 to 2008 (3 Years)

T3Media is an industry leader in digital content licensing and asset management.

Originally recruited in '06 by this industry startup to launch sales operations across 3 major U.S. media markets. Exerted strategic authority as VP of Sales, North America to achieve 112%+ YoY revenue growth and overtake top global market leaders in less than 2 years.

After expanding international business expertise for 5 years with other companies, received an exclusive invitation from T3Media's CEO and Head of Global Sales to return to the company, revive challenged Eastern sales division (Eastern U.S. and Canada) and restore market credibility.

SUCCESS HIGHLIGHTS

Turned lowest-ranking region to highest company-wide performer within 1 year of turnaround by restructuring and leading sales organization to deliver 31% global licensing revenue.

Improved monthly sales pipeline 27% via lead generation strategy.

Slashed operating expenses 16% YoY by introducing efficiency controls across the region.

6 recommendations available upon request

Director of Sales, N.America | Business Turnaround | Performance Optimization | Customer Acquisition at Framepool, Inc.

May 2010 - February 2013 (2 years 10 months)

Framepool is a European stock footage agency based in Munich, Germany; it offers royalty-free stock footage as well as direct-only licensing and download of rights-managed stock footage.

Sought out by European digital media agency to revive U.S. sales operation and re-establish broken bonds with customers and Fortune 2000 advertising agencies.

SUCCESS HIGHLIGHTS

Transformed struggling sales division into highest-ranking region, reaching 123% of budget and 106%+ YoY revenue gains; personally contributed 287% revenue performance by assuming reins of N.America sales as player-coach.

3 recommendations available upon request

Center Director / General Manager at EC New York

July 2008 - November 2009 (1 year 5 months)

4 recommendations available upon request

Vice President Sales, N. America at Thought Equity Motion

May 2006 - July 2008 (2 years 3 months)

9 recommendations available upon request

Director of N.American Sales at Getty Images

May 1999 - May 2006 (7 years 1 month)

7 recommendations available upon request

Organizations

ACSIL - Association of Commercial Stock Image Licensors

Co-President

March 2012 to March 2014

Skills & Expertise

Sales Management

Strategy

Business Development

Team Building

Account Management

New Business Development

Strategic Planning

Start-ups

Sales

CRM

Video

Leadership

Management

Direct Sales

Advertising

Marketing Strategy

Key Account Management

B2B

E-commerce

Training

Change Management

Sales Process

Negotiation

Team Management

Business Strategy

Broadcast

Contract Negotiation

Selling

Strategic Partnerships

Digital Asset Management

Online Advertising

Sales Operations
Consultative Selling
Coaching
P&L Management
Revenue & Profit Growth
Customer Acquisition & Retention
Digital Media
Emotional Intelligence
Sales Strategy Development
Business Turnaround
Brand Positioning Strategies
Employee Engagement
New Market Expansion
Solution Selling
Leadership Development Coaching
Continuous Process Improvement Initiatives
Culture Change
Servant Leadership
Online Media Management

Education

University of Maryland College Park
Bachelor of Arts (B.A.)

Honors and Awards

2006 - Sales Team of the Year Award - Getty Images
2005 - Sales Team of the Year Award - Getty Images
2004 - Excellence In Motion Award - Getty Images

Interests

Organizational Revitalization, Leadership Training, Executive & Life Coaching, Personal Growth & Development Books, Swimming, Free-weights, & my dog Cali.

Ross Dabrow

VP / Director of Sales | Startup, Turnaround & Growth Expert | High-Tech Sales & Digital Content Licensing



29 people have recommended Ross

"Ross Dabrow is an excellent people manager who empowers, coaches and drives his team to success. He is a leader with keen networking skills within his organization and out. Working under Ross was an exceptional experience and I learned a great deal. I'd gladly join his team again."

— **Nadine B.**, *Sr. Account Manager, T3Media*, reported to Ross at T3Media

"Working with Ross is simply a pleasure. He is one of the most positive, upbeat people that I know, and his expertise in leadership, team building, sales, account management and customer care is second to none. I have known Ross for over 8 years, and have admired the professional and enthusiastic approach he brings to every conversation, both internal and external to our company. Ross is a class act and I'm proud recommend him on both a professional and personal level."

— **Matt W.**, *Vice President Sales Operations, T3Media*, worked directly with Ross at T3Media

"I had the privilege of working with Ross while at T3 - Thought Equity Motion. He has a great insight and understanding of content, advertising and marketing, and is savvy to the licensing side of the industry. He knows the ins and outs of the business of sales that allows him to truly understand and meet clients needs and enable his sales teams to achieve outstanding results. He communicates with clients with ease and clarity and is one of the most hard-working and organized people I know."

— **Andrew W.**, *VP of Production, Thought Equity Motion*, worked directly with Ross at T3Media

"Ross gets it. He is a people-oriented leader, finding solutions to anything you throw at him and he does it all with that big smile and a smart and pragmatic approach. This business is all about relationships and Ross is a magnet in the industry. Wherever Ross goes, so goes the business."

— **Pam H.**, was Ross's client

"There are so many great things to say about Ross, it's difficult to know where to begin. From the moment I met Ross 8 years ago he has been one of the most positive people I have ever known. Not only does he motivate and inspire his own team, he inspires everyone around him to be a team player and work hard. Every detail is considered when working with Ross, from his handwritten notes, to remembering anniversaries and birthdays, no detail is missed. Ross also has that rare quality that cannot be taught when working with clients, they respect him, they get behind him, and they are faithful to him. As you can tell I am a big fan, there is no

better "players coach"."

— **Jackie M.**, *Senior Vice President of NA Sales, T3Media*, worked directly with Ross at T3Media

"I can think of no other person I've worked with who is more professional than Ross. He has a business mind with a people heart. His team loves him and I enjoy working with him each day. His high level of integrity is refreshing and a model for everyone around him. There are few who better understand the footage market and I envy his creative eye. Ross is a strong leader and someone I'd work with again."

— **Danielle W.**, *SVP, Marketing, T3Media*, worked with Ross at T3Media

"Ross is a true leader. I've known him for 14 years and reported directly to him at multiple companies -both large and small. He is able to adapt his leadership skills to different environments and knows how to get maximum production from his employees. Coaching and mentoring are particular strengths and he is an excellent communicator. He is an expert in Media Licensing and has proven that he can grow revenue as a Sales/ Business Development leader at several companies. Ross greatly influenced my skills as a manager and it has been an honor to work for him."

— **Joe M.**, *Senior Creative, Stock Footage, Framepool*, reported to Ross at Framepool

"I've had the privilege of working with Ross for more than 10 years. I have nearly twenty years in the media business and in that time I've never met a more experienced and driven individual in the entire industry than Ross Dabrow. Ross has a unique and a rare talent to work for the benefits of his clients, artists and the teams that surround him unselfishly. The relationships Ross has developed over the years with his clients are superlative. I've been fortunate enough to experience these skills first hand in the office and in the field. In addition, he demonstrates exemplary leadership skills. There are plenty of examples where I've seen Ross take more pride in the achievements of his colleagues rather than his own. Ross offers his industry expertise to clients without expectations and mentors friends' and colleagues passionately. Often, Ross offers valuable insight into the art of management. Ross has a reputation for building successful teams by utilizing the strengths and skill sets of each member. It's a reputation that's well deserved, I've been a part of it and I've seen it in action, its awesome. I'm proud to call Ross a true friend and a stellar teammate."

— **Robert P.**, *Global Creative Director, Framepool*, worked with Ross at Framepool

"I have had the pleasure of working with Ross at three different companies. While I was not one of his direct reports at Getty Images, I was very impressed with the way he managed his team. When I left Getty for Thought Equity, I was pleasantly surprised and excited that Ross would be heading up the sales team. He put together an all-star team and was a huge proponent of personal & professional growth, customer service and professionalism. Having an already high opinion of Ross, I was even more impressed by the job he did managing the NY team at Framepool. He is definitely someone who leads by example and inspires his team to not only work hard, but work smart and carry themselves in a professional manner. It was an absolute joy to go on meetings with Ross, as they were productive conversations with the client(something clients responded favorably to). As long as Ross is at Framepool, I guarantee there is not a film licensing team in the

industry that will out service them or give their clients a better customer experience. If you're looking for a sales leader who is a master of sales fundamentals, is respected by his peers and team, and understands the importance of sales-client relationships, then Ross is without question your guy."

— **Chris F.**, *Sales Manager, Framepool*, reported to Ross at Framepool

"Our school had acquired another and with this decision came many transitional challenges that we had to endure. Ross literally carried the school through the transition while leading everyone along the way. He was truly the life support of the entire mission. Ross's management style was not one of micromanagement but more so one of leadership. I learned an infinite amount just by watching him lead by example while giving me the breathing room and guidance to develop at my own pace and to find my own style. Ross strongly believed in putting the right people in the right places and therefore ultimately maximized efficiency and productivity. He always went above and beyond the call of duty exceeding expectations every time. He gave every task, big or small, 200% and would put in 80 hour weeks if he had to (and he did many times!) without any complaint. Ross is by far the most positive, enthusiastic, and motivated person I've ever been lucky enough to cross paths with in the work place. He is truly an inspirational leader who keeps his eye on the goal and is able to effectively lead groups of people to work together toward a greater vision."

— **Colleen L.**, *Associate Academic Director, EC New York*, reported to Ross at EC New York, Inc.

"Ross is true leader. He was able to gain the respect of his direct reports, supervisors, colleagues, clients and vendors alike. His consistently positive approach to challenges and extensive experience enabled him to manage well through periods of rapid and intense change. His demeanor with clients is remarkable and inspiring. I truly appreciated his ability to share his experience, which ended up strengthening our team. Ross would be a valuable player on any team!"

— **Hilary O.**, *Center Director, EC Boston*, worked directly with Ross at EC New York, Inc.

"Ross Dabrow is a totally customer-focused manager. It was my pleasure to see him in action with students, agents, government officials, vendors and VIP guests. He shows genuine care and interest in all stakeholders and has a unique ability to make everyone feel they have his complete focus...and they do! As a salesperson, he is second to none. And as a manager, he supports his staff, mentors them and puts extraordinary effort into building a strong and cohesive team."

— **Cindy B.**, *Center Director at EC San Francisco, EC English*, worked with Ross at EC New York, Inc.

"Ross is a competent business manager who puts in energy and drive and ensures to a level of great detail that whatever job needs to be done this is done effectively. Ross is a great people's person be it with team members and customers and is very loyal, professional and generous in his interactions. Ross was the Center Director in EC New York with the responsibility of setting up the school in respect of the physical amenities and the team and he was very effective at bringing it all together. On the basis of my experience working with Ross I strongly recommend him to any organization that is looking for a manager who needs to be results driven and who possesses a dynamic personality."

— **Joe D.**, *Head HR & Training, EC English*, managed Ross indirectly at EC New York, Inc.

"Ross is an extremely talented, dedicated sales management executive with a successful history of building national sales teams in the media industry. I have greatly enjoyed working with Ross on two separate occasions since 2006. Ross is a great leader, and builds great teams. I would look forward to working with him at future companies."

— **Frank C.**, *GM, Platform Services, T3Media*, managed Ross indirectly at Thought Equity Motion

"Ross is an unusually caring, passionate and driven person who takes the time to consider and respond to each individual on his team and manages them by playing to their strengths. He is an incredible person to work for and manages to make an intense work environment a place where you are set up to succeed and grow as an individual. Anyone would be incredibly fortunate to work with Ross in any capacity- you will learn from him and greatly admire his work ethic and positive attitude."

— **Jennifer G.**, *Account Executive, Thought Equity Motion*, reported to Ross at Thought Equity Motion

"Ross is a hard working, results-driven professional. One of the most considerate executives I've had pleasure to work with and report to, Ross always made himself available to offer constructive feedback and industry expertise. Ross has the knowledge and experience it takes to succeed in any sales environment, doing everything with the client's best interest in mind. I will continue to use Ross as an industry resource and I hope to have the opportunity to work with him again. Any company fortunate enough to employ Ross will surely have secured an invaluable asset."

— **Thomas W.**, *Manager, Content Sales, Thought Equity Motion*, worked indirectly for Ross at Thought Equity Motion

"Ross has a style of sales leadership which is inspirational and realistic at the same time -- there are no bells and whistles, just straight-forward advice that is always accurate, on target and real in producing results and development of people under his watch. Ross fights vigorously for what's right and fair for his customers and his people with no compromise of expectations between. Working in the realm of his influence is a daily learning experience, and I would welcome the chance to be within that sphere again."

— **Kimber V.**, *Channel Sales Manager, Thought Equity Motion*, worked indirectly for Ross at Thought Equity Motion

"While working with Ross at Thought Equity Motion for 2 years I leaned on his expertise and knowledge in sales tremendously. He played an instrumental role in taking me from a good Sales Professional to a great Sales Professional. His organizational and management skills are second to none. There is not an organization out there that would not benefit from having Ross as a leader for their sales teams."

— **Cameron C.**, *National Account Manager - Sports, Thought Equity Motion*, reported to Ross at Thought Equity Motion

"I have had the pleasure of working with Ross at two different companies over the last 6 years. All six years I looked up to him as an exceptional leader and mentor. As my superior, I experienced the way he skillfully mentored his sales reps in the area of sales generation, relationship building and providing superior customer service. He has an exceptional passion to drive sales and motivate sales reps in a way that is encouraging and positive, creating a magnetic work environment. As the master of building both internal and client relationships, Ross has helped his team learn how to create trust and loyalty with these relationships. Ross has always prided himself in creating a corporate culture among his team that fosters exceptional customer service resulting in loyal, repeat clients. After I progressed in my career path, Ross was instrumental in mentoring me in leadership roles. If I found myself in new and difficult business situations, I could always rely on Ross to help me get to the root of the problem and come up with innovative ways to solve the problem. I have to say, Ross Dabrow has to be one of the most influential people in my career development and I would be honored to work with him again in the future."

— **Akeba G.**, *Manager of Global Sales Expansion, Thought Equity Motion*, reported to Ross at Thought Equity Motion

"I had the fortunate opportunity to work directly for Ross Dabrow while at Thought Equity Motion. His leadership and mentoring abilities were exceptional and I'll take many of his lessons with me as my career progresses. I would endorse Ross Dabrow for a leadership position and do hope our paths cross again in the future."

— **Clinton (CJ) B.**, *Regional Manager - US Central, Thought Equity Motion*, reported to Ross at Thought Equity Motion

"If there were a category of VP/manager above "truly exceptional," that would be the one for Ross, without exaggeration. Having worked with and for him at two different companies (both F1000 and startup), I have witnessed Ross' ability to build and train teams and indeed transform an entire corporate culture to dramatic effect. Ross has so many qualities it'd take too long to list, but above all I've always found him to be an absolute master of clear communication, ice cool under pressure, and just a smart, inspirational and humane businessman. Ross is one of the most impressive people you'll ever meet in your life."

— **Nick D.**, *Account Manager, Thought Equity Motion*, worked indirectly for Ross at Thought Equity Motion

"I had the pleasure of working with Ross while he was the Vice President of Sales at Thought Equity Motion. During this time, Ross proved to be a great communicator and provided immediate feedback which enabled our team to be effective and efficient. Every person I know who has ever met Ross, always has great things to say. Ross is a phenomenal person and I am looking forward to hearing about his continued successes."

— **Jon Gordon**, *Executive Vice President, JobPlex, Inc. a wholly owned subsidiary of DHR International, Inc.*, was a consultant or contractor to Ross at Thought Equity Motion

"I've had the great pleasure of working with Ross Dabrow for almost 10+ years at GettyImages reporting directly to him for over 8+ years. Ross was a great mentor, motivator and friend who value employees tremendously and who always took the time out to teach and mentor us on the fine art of customer service. A

true leader. Early on I relied heavily on Ross's knowledge of the Film business and Sales strategies that a outside sales person should possess and tirelessly he motivated, trained and assisted the sales team to be successful. Much of the success of the film offering at GettyImages is due to Rosss work on the Imagebank Film brand over the years. Ross set the foundation for success and he built a world class sales team to bring this offering to market. Ross is a proactive sales leader that truly looks out for the customer and his direct reports. Basically, he was a GREAT boss. I've been fortunate to work and learn from him and I look forward to one day working with Ross again. Any company would be extremely fortunate to have their customers and/or their sales team with Ross leading the way."

— **John E. D.**, *Regional Market Development Manager, Motion Collection, GettyImages*, reported to Ross at Getty Images

"Ross Dabrow was one of the best managers I've had at Getty Images. He was a great coach and mentor. He allowed his staff to bring fresh ideas and experiences to the sale environment which motivated our success and made us feel like we were truly apart of a team. He also inspired personal and professional growth. During our weekly one-on-ones, Ross would focus on ways I could improve client relations, drive revenue but also constantly reinforced the need for work-life balance. It was a pleasure working with Ross - his hard work and determination is infectious."

— **Cassandra I.**, *Film Account Executive, Getty Images*, reported to Ross at Getty Images

"Ross is a truly gifted manager of people and really cares about the development of his individual team members. He is always working with his managers to get them to the next level in their development. Ross is a pleasure to work with in meetings and has a global picture of the company's goals and objectives. He works well with the other departments as we roll out new initiatives and projects."

— **Hugh Z.**, *Director of Technology for North America, Getty Images*, worked with Ross at Getty Images

"Ross is by far one of the best managers I've ever worked with (for). He understands how to motivate a team as well as its individual members. Ross is remarkably organized, readily available to consult with and more than capable of providing perceptive support. His leadership was invaluable to my success when reporting to him as a Film Sales Executive. I would recommend Ross to any corporation requiring a leader to make a positive long term impact on their organization."

— **Andrew D.**, *Market Development Executive, Getty Images*, reported to Ross at Getty Images

"It has been my privilege to work with Ross Dabrow. He is an outstanding individual who truly understands what it takes to successfully lead and motivate people in setting and achieving goals. He is strategic, hard working and holistic in his approach and caring, fun and supportive in his managerial style. It makes anyone who works with him strive for the utmost success of the company and to be a better individual themselves."

— **Diana T.**, *Market Development Executive, Getty Images*, reported to Ross at Getty Images

"It is my distinct pleasure to count Ross as a colleague, friend and advisor. Ross is a trusted advisor to many

and has the composure and experience to provide relevant and thoughtful guidance when most needed. As a sales leader Ross has always focused on a holistic approach rather than just the numbers. He considers the goals as well as the execution. Equally, his dedication to a balanced life/work shows through in the quality of his overall professional output. I am eager to work with Ross again in the future."

— **Richard O.**, *National Accounts Manager, Getty Images*, worked indirectly for Ross at Getty Images

"Ross was a tremendous leader of his film team and he was a great colleague - extremely helpful and always ready to pitch in cross functionally. I would work with Ross again any time. His team was well motivated and enjoyed working with him."

— **Ian C.**, *Director of Sales, Newspapers & Broadcast, Getty Images*, worked directly with Ross at Getty Images

[Contact Ross on LinkedIn](#)