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Top Skills

Business Development
Strategic Leadership
Entrepreneurship

Languages

English
Norwegian
Swedish

Certifications

Huthwaite SPIN 1.0 - SPIN Selling
Huthwaite SPIN 2.0 - Strategic Sales
Huthwaite SPIN Coach - Sales Coaching
TAS - Target Account Selling
Miller Heiman - Large Account Management Process

Ole Kristian Sivertsen

SVP, GEM @ Global Eagle: Digital Services, Content & Connectivity
Leader ★ Growth & Transformation Executive
Miami, Florida

Summary

Senior Executive, Global Citizen & Industry Thought Leader ★
Drives Innovation and Growth for Large Global Enterprises and
Startups ★ Proven Leadership in Business Development, Tech,
Complex B2B Sales and Strategic Partnerships

Success is about growing others.

- (1) Cultivating a #learningculture is the foundation for continuous improvement.
- (2) Building confidence amongst employees, customers and shareholders through consistent execution creates trust.
- (3) Enriching time and making customers successful transforms loyal clients to reference ambassadors.

With 20+ years of experience transforming technology innovations into business value, from my first consultancy through senior leadership roles at Citrix, Sun Microsystems, Telenor and Global Eagle, digital entrepreneurship is my passion—and intersecting business development, technology and sales to drive organizations from strategy to execution is where I thrive.

As an executive coach and sales motivator, I cultivate high-performing leadership teams and turn around sales organizations to reignite business growth by focusing on the customer, paring processes to their most effective, and challenging status quo.

→ TURNAROUNDS: Reversed customer turnover by 60% and drove 20% revenue growth by aligning multiple acquisitions into a cohesive organization with customer service improvements.

→ SALES LEADERSHIP: Led tech firm to #1 worldwide, turning around loss to significant positive EBITDA by revamping sales process, methodology and strategy.

→ CORPORATE EVANGELISM: Heightened industry visibility as brand ambassador, speaking and moderating at industry conventions and events.

Empowering employees to be successful creates a great workplace; inspiring them to make customers successful creates a great company. Driving constant improvement and learning across teams and processes, with consistent focus on customer experience is key to success. How can we support your success? Let's talk.

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Experience

Global Eagle

Senior Vice President | Growth & Transformation Executive | Digital Services, Content & Connectivity

April 2016 - Present

Miami/Fort Lauderdale Area

Leading Global Eagle's Government, Enterprise and Maritime segments (GEM).

Global Eagle is the leader in digital services that enrich time for customers. We entertain, inform and connect people at sea, in the air, and in remote settings.

Driving all aspects of our GEM business including sales, business development, products, services, solutions, operations, delivery and service to make every customer a reference for all GEM verticals.

★ Reversed Declining Business & Built Consistency Across Acquisitions ★

Created and executed plan for post-acquisition return to growth:

→ CHANGE MANAGEMENT: Refocused culture on customers and a consistent signature experience. Reduced customer churn 60%+ by restructuring the organizational department from the ground up.

- CLIENT EXPERIENCE: Halted dramatic client attrition by hand-picking white-glove concierge swat team to deliver highest level, ultra-responsive service to billionaires, royal families and VVIP clients.
- CUSTOMER SERVICE: Rebuilt confidence across clients, partners and internal teams; Enhanced service levels and experience. Provided clients with direct 24/7 concierge hotline for immediate access to the industry's best customer care team.
- SALES LEADERSHIP: Drove 20% year over year growth, successfully elevating Yacht Business Unit and launched the new PRIVA brand.
- CONSISTENTLY GROWING CONTRIBUTION: Selected to lead remaining maritime verticals <12 months after hire following success of centering yacht services on a truly great customer experience and turning around the declining division. Post Global Eagle acquisition, succeeded founder as SVP for all Maritime business.
- TRANSFORMATION: Elevated strategic and consultative sales capabilities by training all Maritime teams using OKS Consulting's signature "Blue Ocean Sales" framework; focus on becoming trusted business advisors and provide thought-leadership.

Global Eagle enrich time by connecting 1B+ annual travelers and serving global customers.

OKS CONSULTING

CEO, Founder & Chairman | Business Development & Innovation | Sales Leadership | Mobile Technology

June 2004 - Present

Miami/Fort Lauderdale Area

Interim Management | Strategy | M&A | Coaching | Sales Training | Digital Transformation | Customer Experience | Mobile Technology

★ My Leadership Philosophy: "Success is about growing others." ★

I believe in transforming knowledge into insight. I am passionate about leveraging insight into solutions that enable businesses to view tomorrow's challenges as opportunities.

This is essential in both leadership and sales. When leaders empower employees to grow and be successful, we become a great workplace. When all employees are passionate about customers' success, we become a successful company.

★ Helping Clients Turn Challenge into Opportunity ★

Provide business and M&A consulting to global technology and software firms launching or expanding into new markets. Develop and execute GTM strategies, programs and processes for sales channels and partners.

→ INNOVATIVE THINKING: Originated "Blue Ocean Sales Framework" consultative approach.

→ SALES GROWTH & TRANSFORMATION: Developed custom development programs for sales organizations, including channel programs for distributors, partners and resellers.

★ Delivering Presentations at Industry Events and Conferences ★

An accomplished public speaker, I am available to speak on the following:

→ DIGITAL TRANSFORMATION: Thriving on Disruption, Empowering Businesses

→ INNOVATION: Strategies and Tactics for Business Agility and Customer Experience; Revenue Management & Business Model

→ BUSINESS DEVELOPMENT: Strategic Planning, P&L Analysis, Turnarounds, Organizational Development, Forecasting, Technology Adoption, Entrepreneurship, Strategic Acquisitions and Growth Strategies

→ SALES LEADERSHIP: Sales Management & Training, Process Development, Channel Sales Strategies, Programs & Processes, Go-to-Market Strategies, Demand Generation, Marketing, Reseller Relations

→ MOBILE TECHNOLOGY: IT, Software, Cloud Solutions and "As a Service" Business Models

EVERY Norge

Vice President | Head of Sales Transformation | Empower Business with Digital Advantages

March 2015 - April 2016 (1 year 2 months)

Stavanger Area, Norway

★ Led Sales Organization Through Acquisition ★

Hand-picked to guide sales team of the leading 10K+ employee Nordic IT services company through transformation leading up to M&A transition.

→ PROCESS IMPROVEMENT: Streamlined sales organization through strategic restructuring.

→ FINANCE: Secured structural capital by instituting pipeline management and evaluation.

→ SALES LEADERSHIP: Elevated sales approach by training 150+-member team using OKS Consulting's signature framework.

Maritime Communication

Senior Vice President | Global Sales & Business Development | Chief Commercial Officer | Telecom

October 2011 - March 2015 (3 years 6 months)

Arendal, Norway

Led global commercial activities with sales teams across EMEA, Americas, and APAC. Supervised 15 direct reports, including Sales Directors, Presales Engineers, Project Managers & Business Innovation Champions.

★ Drove Organization to #1 Worldwide ★

Stepped into an organization with no defined sales process and instituted structured systems to motivate sales teams to outperform targets. Focused on top line growth, profitability and new business through global sales, business innovation, and business development. Implemented sales force automation tools, forecasting and progress sharing tools, and a business development process to deliver customer-driven innovation.

→ PROCESS IMPROVEMENT: Guided sales team to break records quarterly for sales and profits by revamping methodology and strategy.

→ TURNAROUND: Reversed loss (2010) to substantial profitability and EBITDA contribution (2013). Empowered team to secure 15 major contracts and wins valued at ~1B NOK through 2012.

→ SALES LEADERSHIP: Leading team to winning a 1B NOK total contract value deal in 2014.

★ Evangelized the Consumer and Business Value of Mobile Solutions Across the Globe ★

Heightened company's visibility through public speaking engagements at industry and customer events. Gained thought leadership status, positive awareness, and PR coverage globally.

I remain available to share my knowledge and success strategies with leaders in the cruise ship, ferry operator and maritime industries. Topics include Onboard Revenue, Business Innovation, Cruise Line, Ferry Operator and other Shipping, Offshore & Maritime Business & Technology issues, as well as Passenger and Crew Experience.

RES Software

Regional Director Nordics | Chief Corporate Evangelist | Country Manager | Sales Management

March 2008 - October 2011 (3 years 8 months)

Oslo Area, Norway

★ Turned Around Company to 2nd Largest Worldwide through Business Development, Thought-Leadership and Media Publicity ★

Hired by the market leader in "User Workspace Management" software (with >2.500 customers worldwide) during period of plummeting sales, distributor and reseller attrition. Charged with maintaining market position.

→ RAPID GROWTH: Drove the Nordic region to quickly rise to be the fastest-growing region worldwide in revenue contribution by leveraging distribution, resellers and direct-touch sales.

→ SALES LEADERSHIP: Catapulted growth at a rate of 300% in 2008, 248% in 2009, and 178% in 2010 by implementing new sales processes, methodology and channel partner sales strategy.

→ CHANNEL STRATEGY: Instituted demand generation program and process to create awareness and drive communications to mass market through resellers, media and other channels.

→ GO-TO-MARKET STRATEGY: Launched software portfolio from unknown product to market-leading, in-demand solution with thriving combination of push and pull in channel.

→ PUBLIC RELATIONS: Garnered frequent and positive media coverage through monthly columns and bylines in well-known trade magazines and newspapers.

→ AWARD-WINNING PERFORMANCE: In recognition of these achievements and others, honored with the 2010 Sales Performance of the Year Award and Presidents Club Award (2x).

Sun Microsystems

Business Development Executive | Sales Manager | Energy, Offshore, Oil & Gas

2006 - 2008 (3 years)

Oslo Area, Norway

★ Spurred Growth Far Above Industry Average ★

→ SALES TURNAROUND: Repositioned company in Energy, Oil & Gas vertical, turning around revenue decrease and market loss to 140% of sales targets and recapture of market share.

ScanSource

Business Development Executive | Channel and Sales Development | Nordic & Baltic / EE

2004 - 2006 (3 years)

Oslo Area, Norway

★ Developed the Fastest Growing Region in Europe ★

→ EXPONENTIAL GROWTH: Ballooned sales 286,76% Q4 2005 vs. Q4 2004, with YOY growth near 200% from 2005 to 2006.

Citrix Systems Inc.

Enterprise Relationship Executive & Business Developer | IT, Cloud, Virtualization, Software Sales

January 2002 - December 2004 (3 years)

Oslo Area, Norway

★ Won Highest Penetration Per Capita Worldwide ★

→ SALES INNOVATION: Pioneered Citrix's license sales in Norway. Established entity's local presence and achieved growth exceeding 200% on Enterprise Accounts Sales. Won High Performance Award, reaching Presidents Club 2x.

WM-data (Logica)

Country Manager | Division Director | IT Operations Management | Outsourcing, ASP, SaaS, Cloud

1999 - 2002 (4 years)

Oslo Area, Norway

★ Built a Self-Sufficient Business Unit, Contributing to Eventual Sale ★

→ IMPLEMENTATION: Won 100% client renewal rates as IT Operations Manager, by implementing ITIL and customer service program.

→ QUICK PROMOTION: As Division Director/Country Manager for the application service provider and outsourcing unit Connect-2-Office, piloted strategy, business, concept and organizational development hosting and software outsourcing business in Norway.

→ M&A: Success contributed to selling the ASP division to Telecomputing.

Alcatel

CIO | Regional IT Director | IT-Operations Manager | ICT Management & Operation

1997 - 1999 (3 years)

Stavanger Area, Norway

→ CUSTOMER SERVICE: After rapid promotion to regional IT Director, led successful SAP implementation as well as other customer and partner IT solutions that boosted customer loyalty levels significantly.

→ PROCESS IMPROVEMENT: Established internal support teams and improved user productivity through new programs, education and improved infrastructure.

Norwegian Armed Forces

Forsvaret

1995 - 1997 (3 years)

Sivertsen Consulting

Founder | Principal | Consultant

1990 - 1997 (8 years)

Stavanger Area, Norway

→ ENTREPRENEURSHIP: A life-long entrepreneur, founded my first company, an IT infrastructure-focused business, at age 15. Delivered IT consultancy services to small- and mid-size customers, migrating from legacy to mainframe systems and building client server infrastructure based on Novell and Microsoft technology.

Education

INSEAD

Leadership, Strategy, Innovation · (2015)

Handelshøyskolen BI

Business Administration and Management, General · (1999 - 2002)

Hetland Videregaende Skole

Artium, Social studies, mathematics, economics, psychology & language · (1991 - 1994)

Norwegian Army

Officer, Officer Education