

Jason Pinault

SVP of Sales

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Results driven Enterprise Retail Lead with 18+ years of experience in corporate operations, process optimization, and customer experience strategy. I am skilled in leading a team, technical support, training, analytics, and cross-functional collaboration, driving efficiency and innovation in fast-paced environments. Adept at building strong relationships with senior management, partners, and vendors while streamlining enterprise workflows. Manager. Proven expertise in process improvement, SOP development, and retail expansion, leading training initiatives for global teams and enhancing operational efficiency. Strong background in data analytics, dashboard creation (Tableau, Unwrap), and strategic insights to optimize customer satisfaction and performance metrics.

Work Experience

Enterprise Retail Lead

Jan 2022 - Mar 2025

Oura Ring | San Francisco

At Oura, I led B2B and retail team training, onboarding, and SOP development, supporting major retail launches generating multi-million-dollar annual revenue. Conducted 76+ training sessions, created 30+ videos, and leveraged Tableau and Unwrap to drive CX improvements and process optimization.

- Delivered a personalized, high-touch onboarding experience that accelerated time to value for new enterprise clients.
- Played a key support role in the successful coordination and processing of a \$1M enterprise sales order.
- Led the interview, hiring, and training process for all B2B team members onboarded post-2022, shaping the foundation of the department's growth.
- Provided technical support and diagnostics for ring issues.
- Participated in task forces focused on process optimization, collaborating with managers across department's and the VP of Member Experience.
- Led retail-related SOP development, assisting with onboarding and training as Oura expanded into Amazon, Best Buy, QVC, and global retail markets.
- Assisted in content development for support materials.
- Worked with a global team to enhance the customer experience.
- Ensured personalized, empathetic, and efficient support via email and online channels.

- Conducted 76 BPO agent training sessions via Google Meet.
- Developed 6 Lessonly training plans for knowledge reinforcement.
- Created 5 step-by-step process documents to streamline troubleshooting.
- Produced 30 training videos covering product knowledge and internal procedures.
- Authored 42 new SOP Guru Cards and verified 91 existing cards to ensure accuracy and relevance.
- Served as the B2B CX initial point of contact for Order Hub, conducting training, creating SOPs, analyzing trends, and optimizing processes.
- Helped reduce B2B SLAs by working additional hours in support queues as the sole MX agent at the time.
- Created Standard Operating Procedures (SOPs) and led employee training sessions.
- Improved efficiency in the bulk ordering system, reducing processing time and errors.
- Conducted deep dives into customer surveys to identify trends and improve dissatisfaction rates (DSATs).
- Used Unwrap to generate charts and insights for multiple department's, diagnosing and resolving recurring issues.
- Worked with a global team to enhance the customer experience.

VP of Sales Dir of Marketing

Mar 2005 - Dec 2021

The Right List | Nashua NH

Responsible for leading the development and implementation of all marketing/Sales programs. Email marketing expertise includes B2B & B2C, database segmentation, trigger campaigns, lead nurturing and analytics. Well versed in integrated marketing programs using social media, SEM, email, PR, micro-sites, and other channels. Developed Branded strategies such as product placements, sponsorships, endorsements, and online promotions.

- Maintained a 35% average yearly sales growth over 10 straight years across all accounts
- Increased campaign sales by 23% in 6 months after redesigning and testing web pages
- Improved email click rates by 37% through rewritten subject lines and content strategy
- Boosted customer retention 25% by creating a service follow-up and review process
- Cultivated a strong repeat customer base that generated 40% of the annual sales.
- Earned President's Club Award on six occasions; reserved for Top 50/300 sales leaders nationwide
- Adjusted marketing plans after research, increasing sales in key regions by 18%
- Directly managed all bid preparations and contract negotiations - earning reputation for closing near impossible deals
- Handled all RFPs, demos, legal contracts and implementation of software.

- Oversaw and evaluated market research and adjusted marketing strategy to meet changing market and competitive conditions
- Developed and managed marketing/sales operating budgets.

Regional Sales Manager

Feb 2004 - Feb 2005

Your Credit Alliance | Nashua NH

As Regional Sales Manager, I executed strategic sales initiatives and served as the key liaison between clients and a network of 400+ lenders, including loan officers, bankers, auto dealers, and retail partners developed during my tenure.

- Trained and launched 70+ Sales Executives, reducing ramp time by 30% in 90 days.
- Created strategic business plans, boosting performance by 22% YoY across team KPIs.
- Chosen for Your Credit Alliance's 1st CX Team, slashing client response time by 45%.
- Managed 15-state territory, growing major accounts to \$15M in annualized revenue.
- Surpassed 2004 sales plan by 115%, earning Top Performer distinction region-wide.
- Met or beat Regional Sales Quota for 4 straight years, ranking top 10% in the U.S.
- Rebuilt AZ market after 4X NY growth in 6 months; added 50+ new B2B clients.
- Led product and CX training, improving team sales scores by 35% post-certification.
- Revived Carolinas territory; drove 6X revenue boost via trusted client relationships.
- Forged and sustained partnerships with loyal customers based on word of mouth reputation for excellence; turned around underperforming Carolina's territory and grew revenues 6X.
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References

Traci Hilliard

Simply put, the successful transition from B2B Support ops under the D2C umbrella would not have been possible without Jason. His subject matter expertise, collaborative nature, and solution-focused mindset allowed us to not only take on an unknown area of the business but also immediately start setting the foundations to build upon through content creation and setting procedures where none existed.

Core Skills

Customer Experience, Technical Support , Channel Management, Database Administrator, SQL, Competitor analysis, Business Development, Customer Retention, De-escalation, Digital Marketing, eCommerce, Growth Strategy, Financial Strategies, Forecasting, Budgeting, \Market Positioning, Market Research , Analysis, Marketing management, Sales management, Merger & Acquisition , Operations Management, Profit and Loss , Risk Management, Business Analysis, Slack, Netsuite, Darwin, Jira, Zendesk, Confluence, C-Level Presentations, Email marketing, Contract Negotiation, Linux, Sales funnels, Pay per Click (PPC) Advertising, Photoshop, Excel, ,Access, Tableau, Hubspot, Unwrap, SEO, Google Analytics, Social media marketing, Branding, Content marketing, Employee Training, Project Management

Education

Rivier College
Bachelor Business

Sep 1996 - Sep 2000

Languages

English (Fluid), Spanish (mediocre)

Awards

Unit Commendation Ribbon
United States Coast Guard

E Ribbon
United States Coast Guard

National Defense Ribbon
United States Coast Guard

Outstanding Achievement Sea Service
United States Coast Guard

Certificates

Health and Wellness Committee

IT Help desk course completion certificate

Certificate of completion for Project Management foundations

Board Certified Credit Consultant

Board Certified Credit Score Consultant

Interests

Volunteer wrestling coach for youth team, Amateur photographer, Tech Interest: Personal Automation Projects, Health & Wellness Interest