



*Jim Fields*

Chief Revenue Officer

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## **Fractional Revenue Leader / Chief Revenue Officer (CRO) – Sales & Revenue Engine Builder**

**Professional Summary** Results-driven revenue leader with 30+ years building and optimizing sales engines in manufacturing, aviation, automotive, and industrial sectors. Expert in aligning sales, marketing, and operations to drive predictable growth using proprietary frameworks that have delivered consistent double-digit increases, national best-practices awards, and scaled training to 250+ representatives. Top 1% in work ethic and ethical judgment; top-tier tactical execution and trainability. Seeking fractional CRO / revenue leadership engagements (10–20/hours/week) to diagnose GTM challenges, redesign pipelines, coach teams, and implement scalable systems for startups and SMBs.

### **Fractional Sales & Revenue Consultant | 1988–Present**

- Led restructuring of a Midwest transportation system for a nationally branded food company, delivering a 19% profit increase through revenue process optimization and sales alignment.
- Designed and executed revenue strategies for manufacturing and tech-adjacent clients, incorporating AI-driven market analysis and proprietary qualification/pipeline processes to accelerate growth and improve forecast accuracy.
- Consulted on new product commercialization in aviation and dual-fuel propulsion systems (patents filed/pending), aligning technical expertise with sales enablement for faster market penetration.

### **Sales Leader & Trainer – Rubbermaid Commercial Products (NEWALL Brands) | 1995–Present**

- Drove 12% consecutive annual growth through optimized sales processes and best practices; awarded National Best Practices recognition.
- Aligned distributor networks and trained 250+ representatives on revenue-generating techniques, product applications, and closing frameworks, enhancing overall pipeline velocity and retention.

### **Earlier Sales & Leadership Roles**

- Achieved #1 national sales ranking in high-volume retail environment through rigorous prospect qualification and objection-handling systems.
- Built foundational door-to-door and B2B sales skills from age 8, consistently ranking in top percentiles for ethical, tactical, and relational performance.

### **Core Revenue Leadership Frameworks**

- RNMC/RO Sales Process: Rapport → Needs → Match → Close / Remove Objections – Proven across every industry to shorten sales cycles, boost win rates, and increase revenue and profits.
- PLATS Pipeline Management: Prospect → Lead → Appointment → Transaction → Sale – Maximizes efficiency and visibility for predictable forecasting.
- NUMERAL Qualification: Needs-Urgency-Motivation-Expectations-Authority-Loyalty – Elite method to focus efforts on high-fit opportunities.
- KASH Training Model: Knowledge-Attitudes-Skills-Habits – 30+ years mentoring teams to sustainable performance.
- S.M.A.R.T. Goal Alignment: Ensures revenue targets are specific, measurable, achievable, realistic, and timely.

### **Technical & Tools Proficiency**

- AI for strategic revenue decisions and market research (Grok, ChatGPT, Perplexity).
- CAD/Design: SolidWorks, Autodesk Inventor/Fusion (1997–Present) – Supports technical sales and product-led revenue strategies.
- Microsoft Suite + cloud/project tools for pipeline tracking and reporting.

### **Other Activities**

- Small Group Leadership Development: HIT/Husbands In Training, Mentoring Couples (15 years)
- Private Pilot – Single Engine Land/SEL, Rotorcraft/Sport Pilot Rating (960+ hours)

### **Education**

- Cornerstone University: Business-Sales & Marketing Major, Accounting Minor
- Grand Rapids School Of The Bible & Music / Grand Rapids Baptist: Leadership Major, Greek/Bible Major
- High School: Thorn-Apple Kellogg, Double English/Double Industrial Arts Majors, Middleville, Michigan

### **References**

- Alex Van Holstyn, President, Spiral Propulsion, LLC – 616-915-7666
- Rich Bloem, President, True North Homes – 616-723-3601
- Bob Carnes, President, Amalgam Trust – 423-767-3837