

# Mike Langer

Helping clients reduce costs, build efficiency, and create new revenue streams via innovative technology solutions.

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## EXPERIENCE

I have 25+ years in business development helping clients reduce cost through process improvement and/or generating new revenue streams via technology thought leadership and innovation.

### **Subterra AI Inc. | Cincinnati, OH - Regional Sales Director | Director of Client Success**

June 2023 - Current

Subterra ~ Keeping our clients on top of what's below by digitizing critical underground infrastructure to inform decision makers of its condition via our technology devices & cloud platform.

- Member of the management team reporting to the CEO.
- Responsible for:
  - Selling/Prospecting to Municipalities, Engineering Firms & Contractors on our Tech & Cloud Platform
  - Pricing strategy & MSA/SOW development
  - Set up virtual meetings and in person Demos of products & platform in the field across the US
  - CRM management & Customizations
  - Produce and present prospect presentations
- Collaborate with operations and delivery teams

### **Vaco | Columbus, OH - Director, Business Development**

February 2023 - May 2023

Delivering technology talent/teams and solutions to organizations in the Columbus market.

- Responsible for:
  - Growing new business/logos
  - MSA/SOW development
  - Appointment setting, and follow-up
  - CRM management: Bullhorn & Hubspot
  - Prospecting and targeting nationwide
  - Produce and present prospect presentations & campaigns
- Coordinate with talent acquisition and delivery teams
- Member of the management team reporting to the senior managing partner.

## SKILLS

Technology Consulting:

Web & Mobile application development/solutions (iOS, Android, Web App), Cloud (Azure, AWS, GCP), systems integration, CRM (Salesforce, MS Dynamics, Hubspot, and others), BPM, IoT, big data, usability, digital transformation, AI, ML, QA Test Automation & Manual.

## RECENT NEW LOGOS

Vorys  
The University of Cincinnati  
GlideFast  
Providity  
SeeWords  
Relevate Health Group  
PatientPoint  
CloudPires  
The Garland Company  
\*Multiple Partnerships

## SIGNIFICANT CLIENTS

Procter & Gamble, Kroger, 84.51, Diplomat/BioRx, Veritiv, American Express, Microsoft, Shire, Wyeth, Premier Health Partners, Convergys, Diebold, KAO, OSU, Dental Care Plus Group, Warsteiner, Allscripts, AssureCare, PatientPoint

## **Sonatafy (Contractor) | Las Vegas, NV - VP of Business Development**

October 2022 - February 2023

VP of Business Development | Helping Software Technology Leaders Increase Their Team Size & Efficiency using our Nearshore Development Resources.

- Responsible for:
  - Sales strategy and growth plans
  - MSA/SOW development
  - Appointment setting and follow-up
  - CRM management: Campaign integrations
  - Prospecting and targeting, thought leadership
  - Produce and present prospect presentations
- Member of management team reporting to the CEO
- Run national sales team, SDRs, and third-party firms

## **Yuxi Global | Mason, OH - Business Development Director**

February 2019 - October 2022

Nearshore software & application talent and teams in Latin America

- Led national sales team
- Member of the management team reporting to GM
- Responsible for:
  - Sales strategy and growth plans
  - Prospecting and targeting, thought leadership engagement, appointment setting, and follow-up, team engagement
  - CRM management: workflows, pipeline integrations, employee sales training
  - Produce and present prospect presentations
- Interact with teams on estimates and proposals
- Closed multiple multi-million dollar deals and setup 10+ partnerships

## **Callibrity | Cincinnati, OH - Manager Business Development**

December 2017 - February 2019

Head of all national sales activities

- Prospect research, thought leadership engagement, appointment setting and follow-up, team engagement
- CRM management: workflows, CTA & marketing integrations, employee education
- Produce and present prospect presentations
- Produce estimates and proposals (MSA's, SOW's, SLA's)
- Lead marketing and sales strategy planning
- Management team strategy and innovation

## **EDUCATION**

### **Ohio University BA | Marketing and Interpersonal Communications**

1986-1990

- Pi Kappa Alpha - Founding Father
- Dean's List
- Selected to the Advanced Academic Marketing Program for Apple Computer™

## **HONORS & AWARDS**

Entrepreneurial Fellow | Ohio University Center For Entrepreneurship

Course for Senior Managers | Aileron

NEF Technology Board of Advisors

Robb High's New Business Boot Camp

Salvation Army - Advisory Board

Salvation Army - Marketing Committee

Salvation Army - Young Leaders Forum

## **REFERENCES**

See Recommendations and Endorsements at -

[www.linkedin.com/in/mikelanger](http://www.linkedin.com/in/mikelanger)

## **Red Hawk Technologies | Newport, KY - VP Business Development**

August 2009 - December 2017

Web & Mobile Application Development and Systems Integration

- Lead organization in all business development efforts
- CRM management, vertical and product promotion
- Produce estimates and proposals (MSA's, SOW's, SLA's) and prospect presentations
- Lead business and sales strategy planning
- Collaborate with cross-functional teams
- Research and coordinate industry events, seminars and shows that the company should participate in or attend

## **Northlich | Cincinnati, OH - Director, Client Solutions**

May 2008 - July 2009

- Created new business and sales strategies for the entire organization
- Researched and implemented CRM solution and strategy
- Proposal and presentation creation and collaboration

## **Strata-G Communication | Cincinnati, OH - Director E-Business Development**

August 2005 - July 2008

- Developed digital strategy and new business development for the interactive arm of Strata-G Communications.
- Grew interactive team from 2 to 20+
- Researched and implemented CRM solution and strategy
- Worked with all cross-functional teams to increase digital business with new and existing clients

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