

Revenue (CRO), Sales & Marketing Lead**STRATEGIZE
ORGANIZE
GLOBALIZE****Ron Porcello**

- Revenue Leadership
- Sales
- Marketing

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CONNECT WITH ME:

Ron is a high-energy leader with a data-driven, execution-focused mindset. He excels at aligning sales, marketing, and revenue operations to create sustainable growth. His hands-on approach ensures businesses achieve scalable, long-term success in competitive markets.

When he's not closing deals or expanding revenue streams, Ron stays ahead of emerging trends in AI, SaaS, and sustainable innovation.

Please visit my LinkedIn profile:

[Ron Porcello](#)

"SUCCESS IN SALES AND MARKETING ISN'T JUST ABOUT HAVING THE RIGHT STRATEGY—IT'S ABOUT EXECUTION. I BELIEVE IN A HANDS-ON, RESULTS-DRIVEN APPROACH THAT TURNS IDEAS INTO ACTION, BUILDS REAL CUSTOMER RELATIONSHIPS, AND DRIVES SUSTAINABLE GROWTH. WHETHER IT'S SCALING A STARTUP OR OPTIMIZING ENTERPRISE SALES, THE KEY IS TO STAY AGILE, FOCUSED, AND ALWAYS ONE STEP AHEAD OF THE MARKET."

INTRODUCTION

With over 15 years of experience in Revenue Leadership, Sales, and Marketing, Ron Porcello specializes in building and executing go-to-market strategies that drive measurable business impact. As a Chief Revenue Officer (CRO), Sales & Marketing Lead, he has led high-performing teams across startups, scale-ups, and multinational corporations, delivering sustained revenue growth and market expansion.

Ron's expertise spans business development, enterprise sales, and marketing strategy, with a hands-on approach to pipeline generation, customer acquisition, and strategic deal execution. He has successfully led large-scale commercial operations across Europe, securing multi-million-dollar deals, building brand presence, and developing win-win solutions in complex sales negotiations.

HOW I CAN HELP YOUR BUSINESS

- **Revenue Growth & Sales Strategy** – Develop and implement scalable strategies to increase top-line revenue.
- **New Business Development** – Identify and secure high-value enterprise clients and strategic partnerships.
- **Go-to-Market Execution** – Design and optimize sales and marketing processes for market entry and expansion.
- **Enterprise Sales & Account Management** – Navigate complex B2B sales cycles and close high-value deals.
- **Sales Team Leadership** – Build, mentor, and scale high-performing sales and marketing teams.
- **Marketing & Lead Generation** – Create targeted outbound campaigns to increase brand awareness and pipeline growth.