

Ruben Galbraith

A dedicated, detail-oriented, and trustworthy guide through the entire customer journey, from prospect development to retention, with demonstrated success in SaaS technology and digital marketing content rollouts.

EXPERIENCE

TraceGains, Portland — Software Sales Engineer

July 2018 - Present

Shifted into a sales focused role upon the TraceGains acquisition of Healthnotes in summer of 2018.

Developed marketing content and product demonstration materials (slide decks, golden path talk tracks, mock demo environments, etc.) to aid initial foray into the dietary supplement vertical.

Delivered demonstrations of cloud-based supplier compliance and quality management solutions for the food, beverage, and supplement industries.

Responded to proposal requests of executive teams, aligning our stackable, multi-module solution set against complex company-wide goals.

Healthnotes, Portland — Senior Solution Consultant

December 2014 - July 2018

Promoted into role as lead consultant for key accounts Arizona Nutritional Supplements and Nature's Way at Healthnotes, the largest provider of digital marketing content and cloud-based compliance solutions in the \$40B dietary supplement industry.

Partnered with the sales team through full customer lifecycle, developing and performing product demonstrations, managing onboarding projects, and maintaining relationships to aid renewal of licensed products.

Created and executed on customer enablement programs for new product launch, spanning configuration, complex data migration, onsite and webinar staff training.

Developed and ran new product beta program, demonstrating innovative supply chain compliance software to industry leaders while collecting intelligence on organizational pains, feature selling points, and ROI evaluation criteria.

Healthnotes, Portland — Solution Consultant

April 2011 - December 2014

Hired as Client Optimization Specialist and promoted to Solution Consultant in 2012 to manage interactions with marquee accounts totaling \$1.2M in annual contract value, including nation's top vitamin retailers (Walmart, CVS, GNC).

Ran implementation program for custom decision support technologies with contributions from in-house creative, engineering, science, and legal teams. Top implementations totaled in the millions of customer interactions annually.

Developed analytic-based scorecard system to evaluate customer health.

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AREAS OF EXPERTISE

Sales Engineering

Adept liaison to diverse, customizable technologies.

Marketing Content

Creation of prospect-facing presentation materials.

Customer Success

Lifecycle support of high-touch relationships.

Project Management

Owner of complex, multi-team solutions.

PROFESSIONAL AWARDS

TraceGains

Company Leadership '18

Selected by CEO, for efforts shifting company-wide approach to dietary supplement industry.

Healthnotes

The Flanagan '11 and '16

Selected by VP of Sales for outstanding customer engagement, via new product beta testing ('16) and usage optimization of legacy product ('11).

Presidential '14

Company-wide MVP, selected by CEO, for driving renewal of key accounts.

Golden Gumbo '13

Awarded by company vote, for flexible delivery of custom work spanning developmental teams.

Seed Design Group, Portland — Co-Founder

March 2009 - March 2011

Co-founded boutique web design, graphics, and photography firm. Solicited new business, developed project bids, and owned ongoing relationships.

Developed CMS-driven websites for local businesses and nonprofits, including Handful Inc., Roots Garden Supply, and the Red Lizard Running Club (still live!).

EDUCATION

University of Florida, Gainesville — *Master's Degree in Decision Information Sciences*

September 2002 - June 2007

Graduated cum laude with a master's degree from Warrington Business School.

Completed undergraduate degree in same field, with minor in mathematics.

AND WHILE NOT WORKING

Runner

5k to Marathon Racer

Co-Founder of TrailFactor

Musician

Cape and the Lookouts

Piano, Bass, and Ukulele

And More

Puzzle Addict

Golfing Novice

Quesadilla Enthusiast

Cat Dad (Oliver, tabby)