

Mark Keene II

Client Success Director; Director of Sales; CRM Product Owner; CRM Director

Plain City, OH, United States | [LinkedIn](#)

EXPERIENCE

Director, Client Outcomes G2O	Jun 2026 — Present <i>Dublin, OH</i>
Sr Director - Sales & Projects Caelius Consulting	Oct 2025 — May 2026 <i>Columbus, Ohio Metropolitan Area</i>
Sr. Director of Sales and Projects ETG Digital	Apr 2023 — Oct 2025 <i>Columbus, Ohio Metropolitan Area</i>
• Spearheaded Salesforce GTM consulting for a diverse clientele, including managers to CEOs of global 1000 companies. • Provided strategic guidance on implementing Salesforce alongside ancillary products like Gong and Stripe with additional Salesforce products like MuleSoft, Slack, CRMA, Tableau, and many more. • Fostered strong relationships with key stakeholders to ensure successful project execution and client satisfaction.	
Manager, Salesforce Solution Architect and Sales Silverline	Feb 2022 — Apr 2023 <i>Columbus, Ohio Metropolitan Area</i>
Salesforce Sales NeuraFlash	Aug 2021 — Feb 2022 <i>Columbus, Ohio Metropolitan Area</i>
Salesforce Consultant and Sales Cognizant	Jan 2021 — Aug 2021 <i>Columbus, Ohio Metropolitan Area</i>
Sales Manager & CRM Payroc	Sep 2019 — Dec 2020
Manager, New Partner Sales GradLeaders	Oct 2018 — Jul 2019 <i>Columbus, Ohio Area</i>
Sales Management and Salesforce Sales Enablement - North America Ryerson	Jul 2014 — Oct 2018 <i>Greater Minneapolis-St. Paul Area</i>
Led a team in project given out by senior leadership within the company. Attends and participates in classroom-based and hands-on training, covering topics such as sales skills, negotiation skills, product training, etc. Interacts frequently with a large customer base across multiple geographic markets on contractual, transactional and fabrication business. Generates sales leads through proactive communication and marketing efforts	
Specialist Ohio Army National Guard	Jan 2013 — Apr 2015 <i>Columbus, Ohio Area</i>
Graduated Basic Combat Training. Developed skills in time management, leadership, and teamwork.	
Business Card Account Manager Lead Discover Financial Services	Sep 2012 — Jul 2014
Display effective communication skills to all levels of management in both verbal and written forms. Assist in creating accurate reports/queries by established deadlines and on an ad-hoc basis. Worked on projects independently and with a team of ten.	

EDUCATION

Indiana Wesleyan University <i>Master of Business Administration (MBA)</i>	Jan 2015 — Jan 2017
Ohio University <i>Bachelor of Business Administration (BBA) in Major: Marketing Minor: Communications</i>	Jan 2008 — Jan 2012
Developed a holistic viewpoint to solve business related problems for real companies in the Athens area and companies nationwide.	
Trailhead Military by Salesforce	Jan 2019

PROJECTS

Ohio University Business Cluster

Challenged to solve authentic business problems. Students learn and integrate key concepts, and also gain practical experience in leadership, time management, teamwork, problem solving, and analytical thinking.

Work on three projects over 10 weeks. Often with a real company seeking help in areas like Marketing or Finance

CERTIFICATIONS

Salesforce Certified Administrator (SCA), Salesforce

Salesforce Certified Associate, Salesforce

Salesforce Certified Service Cloud Consultant, Salesforce

SKILLS

Go-to-Market Strategy · Sales Strategy · Salesforce.com Consulting · Agile Methodologies · Customer Service · Leadership · Coaching · Sales Management · Sales · Microsoft Office · Marketing · Time Management · Data Entry · Advertising · Microsoft Word · Public Speaking · Communication · Negotiation · Management · Inventory Management · Project Planning · Marketing Communications · Account Management · Microsoft Excel · Sales Presentations · Data Preparation · Customer Retention · Team Building · PowerPoint · Contract Negotiation · Forecasting · Social Media · Team Leadership · Salesforce.com · Direct Sales · Software as a Service (SaaS) · Full sales cycle · Sales Enablement · Sales Effectiveness · Sales Analysis · Outside Sales · Inside Sales · Training · Employee Training · Event Planning · Customer Relationship Management (CRM) · Market Research · Business Management · Sourcing · campus recruitment