

ANITA PALMER

Chief Revenue Officer | Executive Vice President | Revenue, Sales, Marketing & Customer Growth Executive

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Commercial Services

Recurring Revenue

National Accounts

PE-Backed Environments

EXECUTIVE PROFILE

Growth-focused executive with 20+ years leading sales, strategic accounts, marketing alignment, customer retention, revenue operations, and go-to-market execution across complex multi-location service organizations. Proven success leading distributed teams, accelerating recurring and project-based revenue, strengthening sales culture, implementing scalable processes and technology, and aligning sales, account management, marketing, customer success, and operations around a unified growth strategy.

CORE LEADERSHIP EXPERTISE

• Revenue Strategy & Execution	• Revenue Operations (RevOps)	• Go-to-Market Strategy
• Strategic Accounts	• Business Development	• Account Management
• Marketing Leadership	• Customer Success & Retention	• CRM Strategy & Implementation
• Forecasting, Pricing & Segmentation	• P&L Leadership	• M&A Integration

SELECTED EXECUTIVE IMPACT

- Grew assigned national accounts from approximately \$40M to \$150M in revenue while delivering 14% year-over-year gross sales growth.
- Expanded a national accounts business from \$7M to \$19M and generated \$4M+ in new business revenue for three consecutive years.
- Increased ancillary and cross-sold revenue penetration to 55% and contributed to 12% EBITDA growth.
- Increased portfolio revenue by more than 80% in one year, growing annual sales to \$52M and portfolio value to \$68.4M, exceeding target by 34%.

PROFESSIONAL EXPERIENCE

SPERBER LANDSCAPE COMPANIES | *Westlake Village, CA*

Executive Vice President of Organic Growth | 2021-Present

Executive leader for organic growth, retention, revenue strategy, customer experience, sales process, and cross-functional planning for a multi-brand landscape platform. Partner closely with executive and operations leadership to align sales, account management, customer success, and service delivery around revenue growth, retention, and long-term customer value.

- Helped shape the company's long-term growth strategy, Journey to Northstar, aligning commercial, operational, and people priorities around four strategic pillars and scalable growth objectives.
- Drove 55% ancillary revenue penetration and contributed to 12% EBITDA growth by improving pricing discipline, sales process, cross-functional execution, and revenue focus.
- Led efforts to strengthen revenue infrastructure, including CRM process design, customer journey mapping, sales process standardization, and a common language for sales and client service teams.
- Introduced a Qualtrics-based Voice of the Customer program that increased participation from 13% to 22% and improved NPS by 10 points.
- Partnered with operations and branch leadership to identify ideal customer opportunities, prioritize top target accounts by spend and margin potential, and support market-level growth plans.
- Centralized proposal quality and introduced Miller Heiman sales training to raise business development effectiveness and consistency.
- Supported sales enablement and lead generation effectiveness through stronger branded collateral, executive-ready content, customer-facing materials, and use of tools such as Qualtrics, PeopleLinx, and Canva.

BRIGHTVIEW LANDSCAPES | *Rockville, MD*

Vice President of National Accounts | 2015-2020

Recruited following the ValleyCrest and Brickman merger into a key executive role to scale national accounts and drive profitable revenue growth for a \$2.6B commercial landscape enterprise with 22,000 employees.

- Owned national accounts revenue operations with accountability for portfolio strategy, P&L, pricing, cost structures, accruals, forecasting, and growth planning.
- Managed a national account portfolio representing more than \$250M in revenue and \$1.7B in potential revenue across multiple commercial verticals.

- Delivered 14% year-over-year gains in gross sales and increased portfolio revenue by more than 80%, growing 2019 sales to \$52M and portfolio value to \$68.4M, exceeding target by 34%.
- Exceeded EBITDA goals by 100% through stronger pricing, contract strategy, contribution analysis, and cross-functional executive collaboration.
- Coached and influenced 200 business development professionals and regional sales leaders on enterprise pursuit strategy, deal discipline, and growth execution.

TRUGREEN LANDCARE | *Ijamsville, MD*

Director of National Accounts | *2011-2014*

- Promoted to launch and lead the National Accounts Department for a national landscape services company.
- Grew the national accounts business from \$7M to \$19M through disciplined account planning, multiyear contract strategy, cross-selling, and retention efforts.
- Generated \$4M+ in new business revenue for three consecutive years while achieving 25% year-over-year growth and improving retention by more than 50%.

TRUGREEN LANDCARE | *Memphis, TN*

Mid-Atlantic Regional Sales Manager | *2006-2011*

- Led regional sales performance and account management across the East Coast.
- Built and led a team of 24 sales representatives, managing performance, KPI, Training, Hiring and BD retention
- Exceeded annual sales budget by 12%, improved close rate by 6%, increased year-over-year performance by 50%, and reduced cost of sales by 12%.

REVENUE TECHNOLOGY, MARKETING & LEAD GENERATION TOOLS

HubSpot • Salesforce • Aspire • PeopleLinx • Convex • Qualtrics • LinkedIn Sales Navigator • Microsoft Office Suite • Canva

EDUCATION

Bachelor of Science in Business Administration

Pennsylvania State University, State College, PA