

Daniel Toshner

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CAREER SUMMARY

- *Executive Transformational Sales Leader with 15+ years of success in sales initiatives, as well as mentoring high-performing teams, launching new products, and delivering innovative go-to-market strategies that expand territories and strengthen client partnerships.*
- *Scaled Roadside Response from concept to a \$3M multi-state environmental remediation company, overseeing P&L, expansion into 5 states*
- *Consistently ranked as a top-performing sales leader, achieving 123%+ quota attainment and earning President's Club honors multiple times across SaaS and enterprise sales.*
- *Drove \$2M+ in annual capital sales at Stryker, securing multi-year contracts with major health systems and expanding adoption of 70+ Med/Surg product lines.*
- *Advanced through 4 promotions to National Sales Manager at American Income Life, managing 6 offices, 60+ employees, and delivering 20%+ YoY growth across top-ranked territories.*
- *Recognized for mentoring and developing high-performing teams, guiding sales associates into leadership roles and building scalable systems that strengthened organizational performance.*

CORE COMPETENCIES

- Strategic Sales Leadership
- Revenue Growth Acceleration
- P&L / Budget Management
- Enterprise Account Development
- CRM Expertise (Salesforce)
- Consultative Sales Approach
- Contract Negotiation Expertise
- Territory Expansion Strategy
- SaaS Product Launches
- Executive-Level Client Engagement
- Team Building & Mentorship
- Operational Process Improvement
- Customer Relationship Management
- Public Speaking & Presentations
- Business Development Innovation
- Entrepreneurial Mindset

PROFESSIONAL WORK EXPERIENCE

ROADSIDE RESPONSE

VP of Sales | Executive Growth-Focused Leader

2020 – 2025

- Scaled Roadside Response into a \$3M multi-state environmental remediation company, overseeing P&L, business development, marketing, and operations across 5 states while leading a team of 7 direct reports.
- Designed and executed a multi-state market expansion strategy, growing from a single Washington territory into a recognized regional leader in traffic-incident bioremediation by standardizing sales motions, pricing, and partner channels.
- Championed the adoption of a proprietary solvent that converts “forever chemicals” into CO2 or water, setting a new industry benchmark in environmental protection.
- Negotiated and managed relationships with major insurance carriers, ensuring seamless billing processes and maximizing claim recoveries.
- Delivered 12K–15K clean-ups annually, implementing operational systems that scaled efficiency while maintaining compliance and safety standards.
- Served as the executive face of the company at national industry and vendor conferences, driving brand authority, enterprise partnerships, and pipeline development through thought leadership and strategic alliances.

TRANSNETYX – SEATTLE, WA

Enterprise Sales Manager

2018 – 2022

- Directed full sales cycle for enterprise accounts across WA, OR, CA, AZ, and Canada, securing deals with top institutions including Stanford and UC Berkeley, and generating \$800K in new revenue.
- Led and developed a team of 4 direct reports, mentoring one sales associate into a leadership role and implementing budget oversight of \$250K annually.
- Ranked #1 in companywide new product sales, launching 5 SaaS solutions that expanded revenue streams and market share, while earning President's Club honors 2x and consistently exceeding quotas at 123%+ attainment.
- Built and maintained C-suite relationships to secure repeat business and expand territory penetration across U.S. and global markets.
- Leveraged Salesforce CRM for forecasting, pipeline management, and reporting while implementing virtual selling strategies to accelerate deal velocity.

STRYKER CORP – SEATTLE, WA

Territory Manager

2016 – 2018

- Mentored and developed 2 associate managers, strengthening team capability, sales acumen, and long-term territory growth.
- Earned the Annual Sales Appreciation Award every year by driving \$2M+ in annual capital sales across a 4-state territory (WA, ID, MT, OR), consistently surpassing performance expectations.
- Secured multi-year contracts with major health systems by delivering value-based Med/Surg solutions and proving ROI through detailed clinical and economic outcome analysis.
- Partnered with hospital stakeholders, including C-suite executives, physicians, and administrators, to conduct consultative sales, deliver tailored demos, and present cost-analysis proposals that expanded adoption of 70+ product lines.
- Implemented new workflows, sales procedures, and client engagement strategies that improved efficiency, accelerated deal cycles, and increased market share across competitive hospital networks.

AMERICAN INCOME LIFE – SEATTLE, WA

National Sales Manager

2009 – 2016

- Managed and developed 6 direct reports and 55 indirect reports, cultivating a high-performance culture that consistently delivered growth.
- Achieved 4 promotions during tenure, rising through the ranks from Sales Associate to National Sales Manager, ultimately overseeing 6 offices nationwide with \$500K annual budget accountability.
- Directed end-to-end business operations including recruiting, training, sales, marketing, and public relations, building a 12K+ customer base across multiple states.
- Consistently achieved 20%+ year-over-year revenue growth while maintaining the top-performing territory in the company.
- Recognized with multiple honors, including Million Dollar Club (1 of only 500 in company history), President's Club, and Founders Club for top performance.
- Appointed to Executive Council and Board of Directors for key contributions to company-wide sales strategy and organizational growth.

EDUCATION & CERTIFICATIONS

Bachelor of Science, Marketing

Western Washington University – Bellingham, WA

Hazwopper Certification (OSHA Certification) | IHMM's Certified Hazardous Materials Manager