

Blake LeMoi

Lockport, NY | 360.540.7557 | blakelemoi@gmail.com | linkedin.com/in/blake001001 | Oneighty.io

Sales, Marketing & Business Development Director

Professional Summary

Strategic and results-driven revenue leader with 15+ years of experience driving growth across B2B SaaS, payroll/HCM, HR outsourcing, digital marketing, healthcare, and financial services. Proven ability to align sales, marketing, and operations to accelerate pipeline development, expand market share, and deliver scalable revenue outcomes. Recognized for building high-performing teams, executing data-driven go-to-market strategies, and cultivating executive-level partnerships.

Core Competencies

- Revenue Growth & Strategy: Go-to-Market (GTM), Pipeline Development, Forecasting, Territory Expansion
- Sales Leadership: Consultative Selling, Enterprise & SMB Sales, Channel & Partnership Development
- Marketing & Demand Generation: Digital Campaigns, Brand Positioning, Marketing Automation, Lead Generation
- Revenue Operations: CRM Optimization, Funnel Management, KPI Development, Data Analytics
- Leadership & Collaboration: Team Development, Cross-Functional Alignment, Executive Engagement
- Technology: HubSpot, Salesforce, Microsoft Dynamics, Siebel, Oracle Eloqua, LinkedIn Sales Navigator, ZoomInfo

Professional Experience

Oneighty.io – Digital Sales & Business Director (2011 – Present)

- Lead strategic sales and marketing initiatives for B2B clients, delivering measurable revenue growth and improved customer retention.
- Develop and execute go-to-market strategies aligning sales, marketing, and operational processes.
- Optimize CRM and marketing automation platforms to increase qualified lead flow and shorten sales cycles.
- Advise executive teams on scalable revenue operations and brand positioning.

Paid (UKG Ready) – Head of Business Development (2024 – 2025)

- Directed revenue growth strategy for payroll and HCM solutions, building a scalable sales pipeline through outbound initiatives and strategic partnerships.
- Implemented KPIs and forecasting models to enhance sales visibility and performance.

Forework (UKG Ready) – Director of Business Development (2023 – 2024)

- Managed full sales cycle for workforce and HR technology solutions, increasing lead conversion by 20%.
- Generated 100+ qualified leads per webinar through targeted marketing campaigns and outreach.

ADP – Senior District Manager, PEO & HR Outsourcing (2018 – 2019)

- Consistently achieved revenue targets by executing strategic territory plans and consultative sales strategies.
- Built strong referral networks with CPAs and financial professionals to drive sustainable pipeline growth.

Additional Experience: PrimePay (Payroll Sales) | Paychex (Payroll Sales) | Alcott HR (PEO Sales) | The Scooter Store (Medical Device Sales) | DriveTime (Sales Manager) | Washington Mutual/Chase (Audit, Customer Experience & Training)

Education

University of Texas at San Antonio – Business Management Science

Lake Washington Institute of Technology – A.A.S., Automotive Engineering; C.O.P., Computer Security & Network Engineering

Key Achievements

- 15+ years driving revenue growth across SaaS, HCM, and professional services.
- Increased lead conversion by 20% through CRM and funnel optimization.
- Generated 100+ qualified leads per campaign/webinar.
- Built scalable GTM strategies and high-performing sales pipelines.
- Trusted advisor to executive teams on sales, marketing, and operational transformation.