

JOHN C. FERNANDEZ

Chief Commercial Officer | Enterprise B2B Growth Leader
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Builder. Strategist. Player-Coach.

Commercial leader with a proven record of building repeatable enterprise growth engines from the ground up. Across a 30-year career launching 30+ products — hardware, consumables, services, and SaaS — I have scaled revenue from \$0 to over \$100M ARR by combining disciplined GTM strategy with hands-on execution. My philosophy: **pilot fast, learn early, and never stop growing**. I thrive in complex, fast-moving B2B environments where no playbook exists yet — and where the mission matters.

CORE COMPETENCIES

Enterprise Sales Leadership • GTM Strategy & Execution • Revenue Engine Architecture • P&L Ownership
Demand Generation & Marketing Alignment • Channel & Consultant Relations • Pipeline Management & Forecasting
Complex Multi-Stakeholder Sales Cycles • Commercial Operating System Design • Cross-Functional Leadership

CAREER HIGHLIGHTS

SprintRay Inc. | Los Angeles, CA | 2017 – 2025

Series A–C dental technology company. Progressed through three leadership roles, building the commercial organization from startup to scale.

Senior Director, Recurring Value | 2022 – 2025

- Owned full P&L for recurring division; architected Recurring Value Sales Strategy and led cross-functional initiative to align entire organization around recurring revenue objectives
- Delivered 38% CAGR and 165% total growth over 4-year period through disciplined pipeline management, segmentation, and customer optimization strategies
- Built commercial operating system including advanced analytics and segmentation to identify high-value expansion opportunities and implement targeted retention programs
- Launched revenue share initiatives with 3rd-party manufacturers (Carbon3D, Keystone, Dentca/Kulzer), monetizing strategic partnerships and generating incremental recurring revenue

Senior Director, Strategic Relationships | 2020 – 2022

- Built and led Strategic Relationship Manager team, scaling channel revenues 249% by expanding reseller network (Henry Schein Dental, Benco Dental, Nobel BioCare)
- Established multi-level partnership integration strategy, creating cross-functional collaboration between SprintRay and reseller organizations from C-suite to field teams
- Forged strategic alliances with adjacent technology manufacturers (Medit, Dexis, 3Shape), creating integrated ecosystem partnerships that expanded product value

Director, Sales & Business Development | 2017 – 2020

- Generated \$14.9M in incremental revenue growth, scaling the business from \$600K to \$15.5M — a foundational build-from-scratch commercial motion
- Designed and executed comprehensive clinic-focused GTM strategy and commercial model, creating a scalable framework for sustainable enterprise revenue growth

- Led global expansion into 6 international markets (Chile, Mexico, Brazil, Italy, Spain, UK)
- Established strategic distribution partnerships (Patterson Dental, Voxel Dental, CadRay), creating new channel access and market reach

Carestream Dental | Atlanta, GA | 2012 – 2016

Leading digital imaging and practice management software organization.

Regional Director / Account Executive

- Led team of Account Executives with full quota, expense, and budget responsibilities; increased CAD CAM business by 58%
- Exceeded revenue targets by 26% and 32% in consecutive years through strategic account management
- Developed channel relationships resulting in 100% increase in channel partners; led cross-functional collaboration for major trade show success

Norco Valley Dental | Norco, CA | 2007 – 2012

General and cosmetic dental practice acquired with business partner.

Managing Partner

- Transformed underperforming practice through strategic operational improvements, achieving 250% production growth
- Designed and executed full marketing and operational plan delivering 22+ new patients per month; grew revenue 26% YoY
- Developed 'Value Plan' that increased cash patient revenues 18%; designed Patient Communication plan delivering 75% treatment acceptance rate

Early Experience: Built a strong commercial foundation through early roles in sales and sales management, delivering exceptional revenue results in medical device and business services.

EDUCATION & CERTIFICATIONS

Bachelor of Business Administration, Marketing • California State University Fullerton

Certifications: Virtual Selling (John Chen) • Coaching High Potentials (Ram Charan) • Service Operations (CSUF) • Sales Management (Cal Poly Pomona)