

Jamaal “Jay” Sampson

Dynamic and results-oriented professional with extensive experience in business development, sales processes, and brand management within the defense and public sectors. Proven track record of driving revenue growth, forging strategic partnerships, and fostering innovation. Skilled in building and maintaining relationships with key stakeholders and driving organizational success through collaboration and effective leadership.

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EXPERIENCE

MetroStar Systems, Reston, VA — Business Development Executive, USAF

May 2024 - Jul 2024

My role as BD Executive is to nurture and establish customer relationships across USAF to increase MetroStar's brand awareness and drive business growth. Conduct regular office calls with USAF leadership, program management teams, and acquisition officials. Identifying, qualifying, and supporting the capture of new business opportunities within USAF, maintaining a robust sales pipeline. Collaborate with the Defense delivery team to develop and implement account plans, new business pipelines, and client call plans. Develop a deep understanding of MetroStar's capabilities, technology, and business objectives to design and execute effective growth strategies and client engagements. Facilitate teaming opportunities with other industry partners and stay informed about the competitive landscape. Participate in USAF industry events to network and showcase MetroStar's offerings.

Clarity Innovations, Columbia, MD — Director of Business Development

March 2023 - PRESENT

My current role includes developing and executing growth strategies to significantly increase the company's user base, market share, and revenue. I also deeply understand the competitive landscape and regulatory environment to develop and adapt strategies as needed. Analyze market trends and identify new business opportunities, emerging markets, and potential partnerships. Staying current with changes in government procurement practices and market dynamics.

Implement and scale a CRM system (SalesForce) while defining a consistent sales process. Develop and implement key performance indicators (KPIs) and growth metrics (regularly reporting progress to the CEO/CGO). Engage and collaborate actively with the Executive Leadership Team to forecast Pipeline revenue. Establish and manage budgets for growth-related activities, including proposal budgeting.

Develop and implement a comprehensive business development strategy to support targeted National Security customers in the IC, DoD, FedCiv, and commercial sectors. Identify and pursue new business opportunities, including prime contracts, subcontracts, IDIQs, and the corresponding task orders, aligning with company goals and capabilities. Identify new opportunities and contribute to the capture process for strategic opportunities, from opportunity identification through proposal submission, ensuring alignment with customer requirements and objectives.

Collaborate with cross-functional teams, including portfolio leads, SMEs, proposal and content teams, and marketing and promotion teams, to develop innovative solutions that address customer needs and differentiate the company's offerings. Represent the company at industry events, conferences, and meetings to promote brand awareness and foster new connections. Provide leadership, mentorship, and guidance to business development team members, fostering a culture of excellence and continuous improvement.

SKILLS

Sales Process
Business Development
Brand Management
Executive Advisory
Relationship Building
Defense Innovation
Pipeline Growth
Strategic Partnerships

AWARDS

USAF Kessel Run Jedi Council Member — Recognized as a culture catalyst within Kessel Run, an Air Force Life Cycle Management Center's Digital Directorate division. Advocates for organizational values and fosters a collaborative and innovative culture among team members.

Volunteer Work

Defense Entrepreneurs Forum (DEF) Board of Directors - Provide strategic guidance and executive advisory support to DEF, a forum fostering national security innovation. Empower enlisted voices and facilitate collaboration among diverse resource communities to drive collective impact. Convene DEF members digitally and physically to facilitate networking and knowledge exchange.

WeWork, Washington D.C. — Director of Government Sales

Jan 2021 - Jan 2023 (2 years)

Defined, matured, and implemented the strategy of strengthening the relationship between WeWork and our Federal Government through strategic and organic partnerships, workspace modernization development, and effective marketing campaigns centered around WeWork and its offerings. Aligned WeWork offerings with government contract vehicles available for space services at scale.

Contributed to lobbying efforts on Capitol Hill designed to widen the scope of services contracts in the federal government, including procuring space (environments) as a service. Conducted targeted marketing, meetings, and speaking engagements with lawmakers, their staff, individuals within the Pentagon, and industry. Helped secure a spot on the Flexible Coworking Services IDIQ.

Developed, articulated, and executed the go-to-market strategies for the combined Federal and Defense Markets. Delivered SCIF services to a Small Business user base in 3 markets with flexible upfront terms to enable access to high-value assets. Increased the per-month user rate of federal employees in WeWork locations month over month.

I regularly reported pipeline growth to executive-level staff and provided strategic advisory services to area directors and sales leads. I also instituted graduating-scale initiatives designed to lower the bar of entry across all federal offices to foster long-term growth within the public market. I am a Federal Real Property Association member, a coalition of GSA employees and advisors in the National Capitol region focused on delivering best-in-class support for public and private sector real estate solutions.

Highlight Technologies, Fairfax, VA — Business Development/Pursuit Manager

Sep 2020 - Jan 2021 (4 months)

As the Business Development/Pursuit Manager, I managed the company's DoD portfolio, focusing on Software Factory initiatives. I aligned capture pursuits to better respond to government client needs. I engaged with government stakeholders to educate them on company solutions, offerings, and past performance. I facilitated B2B relationships with SBs/LBs toward strategic solicitations.

Worked directly with sister departments to mature the company's offerings, including Toolchain as a Service (TaaS). Generated key intelligence reports on multiple software factory initiatives, both live and pending. Advised executive leadership on DoD innovation best practices.

TDMK Digital, Reston, VA — Business Development Facilitator/Operations Manager

Apr 2018 - Sep 2020 (2 years, 5 months)

Business Development Facilitator - Advised executive leadership on strategic approaches to the DoD innovative space, focusing on SB growth. Developed and managed industry relationships with SBs and LBs. Engaged government leadership to educate stakeholders on company solutions and offerings. Developed a business strategy rooted in innovation to better distinguish the company from other organizations with similar offerings and socioeconomic disadvantages.

Operations Manager - Managed the IT infrastructure and facility operations of the Kessel Run Experimentation Lab (KREL) according to DOD standards, contractual stipulations, and customer intent, ensuring efficiency and security. Implemented and maintained the on-premise IT network, managed security protocols, and managed the procurement distribution and sunset of production software licenses and lab hardware. Served as a liaison between the government and all vendors. Coordinated with C-Suite staff and external vendors to support organizational objectives and milestones and implemented policies to improve functionality and enhance user experience. Advised key leadership on business management solutions and facilitated a collaborative work environment.

Global President, Veterans at WeWork Employee Community Group (ECG)—Developed and led a comprehensive DEI strategy aligned with WeWork's organizational mission and values. Conducted educational/training sessions and workshops on the US Veteran experience and managed the DEI budget to support veteran-themed initiatives, including Memorial Day wreath-laying in Arlington National Cemetery.

Education

Norfolk State University, Norfolk, VA, August 2003 – June 2004 – I studied in the Division of History, focusing on human affairs and pursuing a Bachelor of Arts degree.

