

EDWARD DAVID HARTY

Growth • Revenue • Partnerships • Leadership

Pasadena, California | (626) 298-0329 | eddie@edwardharty.com

PROFESSIONAL SUMMARY

Growth-focused sales and business leader with 12+ years of experience across online real estate and web technology sectors, including 9+ years advancing from Sales Associate to Sales and Billing Manager while helping scale a startup-stage company into a profitable and established brand. Generated \$3.5M+ in career revenue through new business development, partnerships, client retention, and scalable internal systems. Recognized for exceeding quota, building revenue-generating tools, securing strategic partnerships, and leading teams through rapid growth.

CAREER IMPACT AT A GLANCE

\$3.5M+

Career Revenue

250+

New Clients / Year

30%+

Quota Exceeded

4x

Revenue Growth (6 mo.)

CORE COMPETENCIES

- Revenue Growth and New Business Development
- Lead Generation Systems and Automation
- Operational Scaling and Process Design
- Client Retention and Account Management
- Strategic Partnerships and Alliances
- CRM and CMS Development and Management
- RFB and RFP Capture and Bid Strategy
- Technical Presales and Solution Consulting
- Sales Leadership and Team Management
- SaaS and Digital Services Sales
- Contract Negotiation and Deal Structuring
- eCommerce and ERP Implementation

PROFESSIONAL EXPERIENCE

Sales and Billing Manager

2020 - Present

SSLGuru / Ionblade Web Hosting

Promoted into dual leadership role overseeing revenue generation, billing operations, team performance, partner relationships, and internal systems.

- Generated \$260K in new business revenue in 2025, contributing to \$3.5M+ in total career revenue across a 9-year tenure.
- Consistently exceeded quota by 30%+ in every performance period, one of the top-performing contributors across all sales cycles.
- Designed and launched a proprietary RFB opportunity-finder CMS that identifies qualified bid opportunities and generates tailored sales strategies, adopted company-wide and still in active use.
- Secured strategic software partner relationships that expanded the company's service portfolio and unlocked new, recurring revenue channels.
- Implemented scalable website production systems that contributed directly to a 4x increase in company revenue within a six-month window.
- Built outbound sales scripts and lead generation frameworks from the ground up, tools that remain the organizational standard across all sales functions.
- Head of the billing department, responsible for all client billing interactions, dispute resolution, and policy enforcement from end to end.
- Authored the company's official refund policy from scratch, reducing disputes, improving response consistency, and setting the standard for client issue resolution.

- In-house technical authority across the full product stack including SSL/TLS certificates, shared/VPS/cloud/dedicated/managed hosting, server configuration and scaling, DDoS protection, cPanel/WHM, eCommerce implementation, ERP integration, and website and application development, leveraged to close complex deals and ensure successful client deployments.

- Recognized by name in multiple verified client reviews on Trustpilot and HostAdvice for technical expertise, rapid problem resolution, and white-glove customer service.

- Managed end-to-end delivery of 500+ web projects and 200+ successful website launches.

- Led and motivated a fully remote sales team through a high-velocity COVID growth period, maintaining performance and hitting targets consistently.

Sales Associate

2017 - 2020

Joined during the company's early startup phase and became a top contributor to its growth trajectory. Promoted to Sales and Billing Manager in 2020.

- Consistently exceeded quota, ranking as a top individual contributor and earning promotion into a management role.

- Mastered consultative sales across web hosting, SSL, and digital services, building strong client relationships and high renewal rates.

- Contributed early versions of sales scripts and client workflows that were later scaled company-wide.

Sales and Customer Support Representative

2013 - 2017

Nation's Info Corp ([RealtyStore.com](#), [GetRentToOwn.com](#), [RTOHomes.com](#))

Multi-brand online real estate platform serving home buyers, renters, and real estate agents across MLS listings, rent-to-own, foreclosure, and auction-style properties.

- Sold targeted advertising packages to real estate agents and firms across specific zip codes on multiple branded platforms.

- Assisted home buyers in navigating MLS listings, rent-to-own properties, foreclosures, and auction-style real estate, connecting them with appropriate agents and firms.

- Handled billing disputes and refund requests from both agents and home buyers, building early expertise in client conflict resolution and retention.

- Developed consultative sales and customer support skills across multiple brands simultaneously, laying the foundation for a career in sales leadership.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Continuing education and self-directed professional development with a focus on sales leadership, revenue operations, SaaS and digital services, business growth strategy, and emerging technology platforms including AI-driven sales tools and automation.

TECHNICAL KNOWLEDGE AND TOOLS

SSL/TLS Certificates (DV, OV, EV, Wildcard, Multi-Domain) from Comodo, DigiCert, Thawte, GeoTrust, RapidSSL and more • Internet Security and Cybersecurity Solutions • Web Hosting Infrastructure (Shared, VPS, Cloud, Dedicated, Reseller, Managed, Colocation) • Server Requirements, Configuration and Scaling • Cloud Computing and Managed Cloud Hosting • DDoS Protection and Firewall Management • cPanel and WHM Administration • Website and Application Development and Design • WordPress, Drupal, Joomla, Magento and CMS Platforms • eCommerce Solutions and Implementation • ERP Integration • Domain Registration and DNS Management • PCI Compliance and Payment Security • Email Security • CRM and CMS Systems • Sales Automation and Remote Collaboration Platforms