



PROFESSIONAL PROFILE

Kevin Wholey



Kevin is a seasoned leader with a proven track record of defining strategy, aligning complex organizations, and driving execution in a variety of senior leadership roles at some of the world's most transformative companies. He has spent his career working with leaders and leadership teams to align on their strategy-to-execution process, such that the change process itself becomes a competitive advantage. His expertise lies in combining technology, process, and adoption to drive improved sales results, converting traditional commerce models to digital commerce subscription models, supply chain optimization, and organizational design.

Prior to starting Saco River Consulting, Kevin was Senior Vice President, Sales at PROS, a cloud software company that helps competitive enterprises create a frictionless and personalized buying experiences by combining pricing science and machine learning. While at PROS, Kevin was responsible for creating the strategy and driving execution of the sales changes associated with the conversion from a perpetual license commercial model to a SaaS commercial model.

Prior to that, Kevin spent 17 years at Arrow Electronics, holding multiple positions including responsibility for the \$3b North American Components business comprised of 41 branches and 1,700 employees. During Kevin's tenure the North American Components business achieved both record sales and record market share.

In addition to Vice President of Sales for the Electronic Components Group, Kevin served as Vice President of Sales Arrow Zeus, (Arrow's Military Business Unit) Director of Marketing, General Manager Arrow Contract Manufacturing Services, and Regional Proposal Manager. Kevin served in leadership positions on multiple mission critical task forces. He led the Contract Manufacturing Team in the development of supply chain management tools which provided for global supply chain component pipeline visibility and synchronized with the tracking of Arrow demand created designs. In addition, Kevin and his team were responsible for determining credit worthiness of Contract Manufacturing customers and ensuring Arrow's credit and inventory investments were achieving ROWC targets. Furthermore, Kevin architected the Contract Manufacturing referral process which helped match Arrow OEM customers with the best qualified Contract Manufacturing partners. He also worked with Raytheon Company and held various senior management positions in Materials and Subcontract Management.

Kevin received a BS in Marketing from the University of Massachusetts and completed the General Manager Program for Executives at the Harvard Business School. Kevin lives in North Conway, NH with his wife Jeanne and has three adult children.

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