

Nomination Title: Todd Caponi, VP of Worldwide Sales

1. Tell the story about what this nominee achieved since the beginning of July last year (up to 500 words). Focus on specific accomplishments, and relate these accomplishments to past performance or industry norms. Be sure to mention obstacles overcome, innovations or discoveries made, and outcomes: (required)

Under the leadership of Todd Caponi, 2008 was a year of tremendous change, growth and accomplishments for Right Hemisphere. During the first two quarters of 2008, Right Hemisphere was struggling, and nearly closed its doors. They viewed their top business challenges as the need to increase revenue and opportunities in the pipeline; sell Right Hemisphere software as a solution versus as point tools to grow revenue year over year; and reduce the cost of sales by eliminating non-productive employees.

Right Hemisphere's main problem was that their sales representatives were narrowly focused on selling to expensive markets with long sales cycles. In addition, the level of selling and qualification was tactical verses strategic.

In January 2008, Todd Caponi was promoted to VP WW Sales. This is when a brilliant turn-around began. Right Hemisphere laid-off non-critical staff, and got "lean and flat". In an effort to grow their deal size and reduce the length of their sales cycles, Todd outlined new vertical markets. They also identified which executives within those verticals his team should call on to establish Right Hemisphere's unique ability to address their business challenges. They needed to flush out problems that Right Hemisphere could address, and differentiate themselves from their competition. Finally, they needed to articulate the value of investing in Right Hemisphere so that the customers were compelled to act quickly.

Right Hemisphere decided to overhaul all of their processes including forecasting, pipeline building, compensation and sales methodology. Todd revamped EMEA and hired a reseller. He brought in ValueSelling sales methodology. Todd traveled the globe to train his resellers on this new methodology to ensure there was consistent messaging across his entire organization.

During the same quarter that ValueSelling was introduced, Right Hemisphere's deal sizes grew dramatically, and their sales cycles shortened. More deals filled the pipeline. The average deal size increased from \$225,000 to \$562,000 per deal within the first six months following the ValueSelling implementation. The average deal size has since increased to \$750,000! The number of higher transaction deals per quarter increased from 5.2 to 10 with half as many reps. Forecast accuracy grew dramatically. 6 of the 7 Regional Sales Managers will reach their annual number per his current forecast.

Q1 – 269% increase

Q2 – 314% increase

And, they closed huge deals in new industry verticals with Boeing, Northrop Grumman, Siemens Diagnostics, Caterpillar and Nike. Their 3rd quarter is on pace to be the 2nd best quarter in company history!

2. List hyperlinks to any online news stories, press releases, or other documents that support the claims made in the section above. IMPORTANT: Begin each link with http://, and enclose each link in square brackets; for example, [http://www.youraddress.com]:

Right Hemisphere Expands into South Africa with Top VAR/SI ESTEQ
[http://www.righthemisphere.com/company/press_releases/06Aug2007.pdf]

3. Provide a brief (up to 100 words) biography about the nominee: (required)

Todd Caponi leads the direct sales organization at Right Hemisphere. After selling over \$100M in software and services to global manufacturers with companies like SAP, Computer Associates and Hyperion, Todd owned and operated a sales training organization in Chicago. He's a noted trainer, speaker and consultant in the areas of sales force enablement, prospecting, forecasting and major account management. He joined Right Hemisphere in January of 2006, tasked with establishing sales and enablement processes for the sales organization, and moved into his current position in January of 2008. Todd is a graduate of Indiana University.