



SELENA SANDERSON

Managing Director
d: 804-955-4440
ssanderson@fahrenheitadvisors.com

[VCARD](#) | [LINKEDIN](#)

Selena provides significant strategy, business development, sales process improvement, training, and project management skills to her clients. Her specific expertise is working with management teams to grow their business by implementing sales and service standardization, improve their processes by applying best practices, and scaling their business to expand and grow.

Throughout her career, Selena has managing various sales and sales analytics, marketing, R&D, finance, and supply chain teams. Her experience includes restructuring and growing an underperforming business unit, strategic leadership post-merger, and handling all aspects of sales and business development with strategic customers. Selena also has experience working with international and non-profit organizations.

FUNCTION & SPECIALIZATION

- Professional services
- Technology
- Consumer products, including contract food manufacturing and packaging
- Sales strategy, management, and business development
- Supply chain
- Non-profit industries

REPRESENTATIVE CLIENTS & PAST EXPERIENCES

- Fenstermaker
- Practus GP
- Simple Thread
- Nulogy Corporation
- Weston Foods
- Interbake Foods
- Anheuser Busch
- University of Richmond

EDUCATION, LICENSES & CERTIFICATIONS

- MBA, University of Virginia, Darden Graduate School of Business Administration
- B.A., Economic and International Studies, University of Richmond
- London School of Economics and Political Science- Junior Semester Abroad
- Kepner Tregoe, Integrated Process Management, Lean Start-up- MVP, Agile Development
- Various Sales Certifications (eg. Sandler, SPIN selling, Sales Management, de Bono Training)

PROFESSIONAL ASSOCIATIONS & COMMUNITY ORGANIZATIONS

- Greater Richmond Alzheimer's Association, Board Member and prior Chair
- University of Richmond MBA Students Mentor