



SELENA SANDERSON

Managing Director

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

As a Managing Director for the Sales Advisory and Growth Practice, Selena is a strategic, thoughtful leader who helps clients to solve growth problems by seeking to understand their goals, issues, and resources, and then leverages her experience, analytical, and problem-solving skills to focus on the top levers to drive results. As a former Executive Vice President of Strategy and General Manager for a North American food manufacturer, Chief Revenue, Business Development officer, and Advisor for businesses across the technology, professional services, and consumer products industries, Selena has had a successful career developing and leading teams to accelerate revenue growth and improve profit. As part of Fahrenheit Advisors' Sales Advisory and Growth Practice, she leads a team of experienced sales operators that partners with CEOs and leadership of mid-market companies to accelerate growth. Services include developing and refining go-to-market strategy, organizational structure, implementing scalable processes, coaching, and operationalizing best practices to achieve targeted goals.

Throughout her career, Selena has led and managed various revenue-related cross-functional teams responsible for driving efficiency and results, including innovation, market research, R&D, marketing, sales, data analytics, and supply chain. Her experience includes restructuring and growing an underperforming business unit, strategic leadership post-merger, and handling all aspects of sales and customer success with strategic customers. She currently serves on the board of Towne Bank, was the former board chair for the Greater Richmond Alzheimer's Association, and has served as an adjunct business professor at the University of Richmond MBA program.

FUNCTION & SPECIALIZATION

- Board of directors
- EVP of Strategy
- Chief Revenue Officer
- General manager
- Consumer Products & food- brand, private label, contract manufacturing
- Technology/SaaS software
- Professional services/consulting
- Supply chain

REPRESENTATIVE CLIENTS & PAST EXPERIENCES

- Anheuser Busch
- Interbake Foods
- Weston Foods
- Fenstermaker
- Industrial Refrigeration Systems
- Nulogy Corporation
- Rain Shadow Labs
- Sila Services
- Simple Thread
- Single Stone
- 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
- Sales Training Certifications: 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

