

Chris Peterson | CRO

Chief Revenue Officer

Chris is the Chief Revenue Officer at Assignar, leading Sales, Marketing, and Customer Success functions across all global markets including the Americas, Australia, EMEA, and APAC.

As a sales leader with over 20 years of achievement at the helm of global SaaS-based, cloud solutions and enterprise software organizations, Chris has transformed sales and company cultures to optimize for rapid growth. Chris has had two successful exits as a CRO, establishing his robust background in scaling teams to drive rapid growth, building C-Level and strategic relationships, and creating go-to-market strategies for organizations in hyper-growth phases.

From startup companies to billion-dollar firms, Chris has maintained a superior track record of generating scalable, repeatable and predictable sales revenues in rapidly growing organizations, and meeting or exceeding sales targets leveraging data to perform operational analyses.

Chris has extensive experience in leadership, including experience in talent development and management, conflict resolution, sales forecasting and budget administration.

