

JORDAN RIDGEWAY

Sales Leadership | Life Sciences, Environmental Testing & Compliance | Revenue Systems
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PROFESSIONAL SUMMARY

Sales leader with 15 years in life sciences, environmental testing, and compliance-driven markets, and twelve consecutive years of year-over-year growth across two companies. I build the revenue systems behind the teams I lead — playbooks, outreach models, CRM architecture, and the automation layer — while carrying a number of my own. I came up through the technical side of these industries: lab chemistry prep, field technician work, and EMT service before moving into sales.

CORE COMPETENCIES

Sales Leadership & Coaching • Territory & Account Development • Consultative Selling, QBS, MEDDIC
Sales Playbook & Cadence Design • Salesforce & Salesloft Administration • Pipeline Forecasting & KPI Design
Regulated & Compliance-Driven Markets • Applied AI & Workflow Automation • C-Suite & Technical Buyer Engagement

PROFESSIONAL EXPERIENCE

Impact Laboratories (a subsidiary of My Green Lab)

January 2025 – February 2026

Director of Sales

- Co-led a 10-person account executive team across the U.K., Ireland, Germany, and both U.S. coasts alongside the VP of Strategic Growth; directly managed five of them, coaching and developing them on a daily and weekly basis and owning recruiting, hiring, onboarding, and performance management.
- Drove the team to 114% of its annual revenue target, delivered 14% year-over-year company revenue growth, and maintained a 70% customer renewal rate.
- Co-authored the company's sales playbook and redefined its messaging; independently built the outbound strategy, the inbound strategy, and a multi-touch outreach model the team executed against.
- Served as Salesloft administrator — led the implementation end to end and built every cadence and automation workflow, improving team response rates approximately 50%.
- Administered Salesforce: lead routing, account assignments, data uploads, pipeline stages, dashboards, and data governance; monitored team KPIs from both Salesforce and Salesloft.
- Built AI-assisted lead-discovery tooling matching prospects against ideal customer profile and target personnel; led Microsoft Copilot adoption across the business development organization, including prompt workflows for outbound sourcing.
- Networked and worked with 42 of the top 50 global pharmaceutical and biotechnology companies by revenue.

SanAir Technologies

April 2014 – December 2024

Regional Sales Manager

Business Development Representative (2014) → Account Executive (2015) → Regional Sales Representative (2016) → Regional Sales Manager (2019)

- Generated \$2M+ in annual personal revenue as a consistent top-two producer across a multi-state Eastern U.S. territory.
- Delivered 12 consecutive years of year-over-year growth, spanning this role and the next.
- Owned full-cycle sales — prospecting, qualification, negotiation, and close — across healthcare systems, government agencies, universities, environmental firms, and industrial and commercial accounts.
- Managed business development and customer service representatives, and authored the SOPs defining both roles and their scopes.
- Negotiated pricing, service agreements, and contract terms; managed renewal pipelines and grew existing accounts through cross-sell and long-term relationship development.
- Contributed to company growth from approximately 33 employees to over 100 during tenure.

EARLY CAREER

- Schneider Labs Global — data entry and chemistry preparation in an analytical laboratory environment. Where my work in this industry started.
- Performance Technology — field technician: structured cabling, terminations, A/V equipment, and security system installation.
- Emergency Medical Technician and patient transport.

EDUCATION

A.A., Information Systems | Liberty University, Lynchburg, VA | 2025

Coursework: Systems Analysis & Design, Database Management Systems, Application Programming

SPEAKING & CERTIFICATION

- Speaker, 52nd Annual NAOSMM Conference — Richmond, VA, July 2025. "Actionable Strategies for Sustainable Lab Management," presented to scientific materials managers from universities, pharmaceutical companies, and hospitals.
- Panelist, "Pharma Meets Sustainability" — hosted by Brightest with Terra.do, 2025, alongside sustainability specialists from Eppendorf and MeiraGTx.
- My Green Lab Accredited Professional — Laboratory Sustainability Certification.

SELECTED PROJECTS

- nextuppool.com — designed, built, and deployed a live public event platform that consolidates league and tournament listings previously scattered across dozens of venue sites, organization pages, and social groups. Weekly scraper over public sources, subscriber capture, submit-for-review queue for user submissions, mobile-responsive build, domain and DNS configuration, and an original visual identity.
- AI-assisted lead discovery — built tooling that matched prospects against ideal customer profile and target personnel, deployed to a full account executive team.
- Research and document automation — a multi-phase system that researches opportunities, ranks them against defined criteria, and generates tailored documents, with a required human review step before anything is sent.

TECHNICAL PROFICIENCIES

CRM & Sales Technology: Salesforce (administration, lead routing, dashboards, forecasting) • Salesloft (administration, cadence and automation design) • HubSpot • LinkedIn Sales Navigator • Cognism

Applied AI: Microsoft Copilot deployment and adoption • prompt workflow design • AI-assisted prospecting, research, and process automation

Systems: SQL • Visual Basic / VB.NET • working familiarity with laboratory information systems (LIMS) in regulated environments

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