

Christopher Wipke

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VICE PRESIDENT OF SALES

Orchestrate sales strategies, build relationships, and lead high-growth sales teams that drive profitable revenue growth, enable organizations to scale, and optimize sales operations.

Leverage entrepreneurial spirit coupled with strong business and financial acumen to devise and lead execution of actionable strategies to penetrate new markets, generate record-setting revenue, and scale businesses for global Fortune 500 companies and PE-backed startups, including **Opendoor, Amazon, Tesla, and Royal Caribbean Cruises**.

HIGHLIGHTS & EXPERTISE

- **Led Amazon's Top 30 delivery service partners** to increase both revenue and profit margins **20%+ YoY**.
- **Achieved 250% of Tesla's annual revenue goals** through sales training and accountable culture building.
- **Transformed Royal Caribbean's call center** from cost center to profit driver via innovative sales motion.

Business Development | Sales Strategies | Revenue & Profit Growth | Key Account Management | Territory Management
Partner & Vendor Management | C-Suite Relations | Go-to-Market (GTM) Strategy | Value Proposition & Differentiators
Enterprise & Strategic Account Sales | Portfolio Management | Sales Forecasting & Budgeting | Pipeline Development
Sales Cycle Management | Customer Satisfaction | Sales Team Building & Leadership | Training, Mentoring & Coaching

EXPERIENCE

Opendoor | Phoenix, AZ 2025 to Present

SENIOR DIRECTOR OF SALES

Enterprise sales leader scaling national execution and rebuilding sales leadership infrastructure while driving cross-functional alignment. Own multi-product sales strategy and execution with accountability for revenue, conversion, capacity, and frontline leadership across distributed teams. Trusted advisor to senior leadership during leadership transitions; recognized for driving clarity, accountability, and execution in an ambiguous environment.

- **Rebuilt frontline and second-line sales leadership model**, establishing operating cadence, performance management standards, and management capability required to scale a national sales organization.
- **Partnered with Product, Pricing, and Data Science executives** to influence roadmap priorities, sales tooling, offer economics, and customer experience—embedding Voice of the Customer into enterprise decision-making.
- **Led sales transformation initiatives** spanning lead allocation logic, capacity modeling, incentive governance, and performance analytics to stabilize execution amid organizational change.
- **Designed and launched new hiring, onboarding, and enablement motions**, accelerating ramp time and improving early-tenure productivity for both individual contributors and frontline managers.

Amazon.com Inc. | Chicago, IL 2021 to 2025

REGIONAL MANAGER & SENIOR BUSINESS COACH

Developed and executed multi-year operating strategy for Amazon's Top 30 delivery service partners to identify and capitalize on delivery volume, profitability, staffing, and fleet management opportunities. Collaborate with partners to develop strategic plans that support KPIs in region with 5 sites throughout Colorado region. Facilitated quarterly business and financial reviews and share regional performance analytics and strategic priorities with each partner.

- **Positioned portfolio as Top Performer in Amazon network with 24% YoY growth** in partner business volume – established strategy that improved quality 81% to 96.6% and program compliance 12%+ in 2024.
- **Improved partner profitability 23% and service reliability to 100%** through financial reviews, cost-efficiency initiatives, and leadership coaching.
- **Built high-engagement partnership leadership model driving partner engagement increase 138%** (2023) and business coach customer satisfaction (CSAT) boosted to 82.5% (2023) and to 95.5% (2024). **Recognized Q2'24 Business Coach of the Quarter** and 2024 BC GOAT.

Drive Sally | Chicago, IL 2020 to 2021

DIRECTOR OF SALES & OPERATIONS

Launched Chicago-based fleet management company and New York City's first electric taxi service by leveraging relationships with Tesla and charging station operators to broker fleet deals. Provided strategic direction and execution leadership for start-up operations and sales. Built and led team of 4 direct reports. Managed fleet maintenance, compliance, operational readiness, and yield for fleet of 300+ vehicles.

- **Established and scaled electric taxi service** in New York and rideshare rental fleet in Chicago markets **to generate 265% increase** in rideshare driver use of revenue-generating vehicles.
- **Boosted subscription revenue 18%** while extending length of customer contracts 60% by introducing customer engagement and incentive programs.
- **Developed and launched underwriting program** that identified and rewarded lower-risk drivers with higher grade vehicles, resulting in **6% per-customer revenue increase**, lower driver churn, and fewer asset losses.
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Tesla, Inc. | Chicago, IL

2017 to 2020

SENIOR REGIONAL MARKET MANAGER — NORTH AMERICA SALES (2019 to 2020)

Promoted to newly created role to direct vehicle sales and delivery to 9 locations throughout 3-state Midwest region (WI, IL, MO). Partnered with executive and field sales leaders to orchestrate regional sales strategies and identify opportunities. As Voice of the Customer representative, shared customer feedback with marketing, enablement, and training teams for integration into customer journey. Built and led team of 9 store leaders and 45 sales advisors.

- **Reached 119% of sales order quota and met 100% of vehicle delivery goal** in Q2'20 by leveraging phone-based sales team playbook developed in previous role to pivot team to virtual sales model during pandemic.
- **Designed and scaled dashboards for proprietary CRM** that tracked national sales team's outbound calls, customer comments, and sales performance, **enabling increase in remote conversion rate** during COVID.
- **Boosted customer satisfaction 21%** in 18 months by coaching sales, customer service, and delivery teams.
- **Led region to exceed sales goals for new renewable energy product** in first 2 quarters by developing and deploying product-specific comprehensive sales strategy, sales motion, and advisor enablement.

SENIOR MANAGER — NORTH AMERICA INSIDE SALES (2017 to 2019)

Recruited to expand sales and support programs to launch and scale Tesla Model 3 and Model Y throughout North America markets. Led team of 145+ inside sales advisors plus 10 sales coaches and one sales manager across 4 offices supporting 139 retail and gallery sales showrooms in 10 regions, generating \$1.8B annual revenue.

- **Propelled sales 4x+ from \$76M to \$333M within one year** by championing launch and scale of 2 new models while developing new sales process that enabled sales and drove conversion.
- **Created \$30M monthly revenue stream** by pioneering company's first phone-based sales team to simplify customer order, test drive, and delivery. Handpicked and scaled 12 top-tier sales advisors to 145+ overnight.
- **Expanded inside sales operation nationally** by opening 2 new regional offices and scaling team to support extensive retail and gallery network across North America.

Royal Caribbean Cruises Ltd. | Miami, FL

2012 to 2017

OUTBOUND SALES MANAGER — CELEBRITY CRUISES (2014 to 2017)

Promoted to enhance business development practices and optimize outreach strategies based on comparative benchmark analysis of major travel agencies and industry competitors. Built and led team of 35 outbound sales agents and 4 sales coaches.

- **Generated \$7M in incremental revenue**, by spearheading system investments and CRM transformation that cut customer response times 96%. **Contributed to 14% YoY sales growth**.
- **Enabled sub-5-minute lead outreach process** by partnering with digital and IT teams to develop integrated system solutions that optimized sales cycle, streamlined data capture, and identified net-new lead sources.
- **Achieved 95% overall repeat business rate**, representing 40% increase, by developing and executing compelling pre- / post-voyage engagement strategy.

SALES COACH, CONSUMER OUTREACH — CELEBRITY CRUISES (2013 to 2014)

- **Transformed Customer Service call center from cost center to profit driver** by building outbound concierge sales team that resolved root cause of downgrades and cancellations while capitalizing on sales opportunities.
- **Named Sales Coach of the Year for generating \$20M in incremental revenue** while cutting cancellation rates in half, elevating response rate 28%, and doubling team quality assurance scores.

OUTBOUND SALES AGENT — CELEBRITY CRUISES (2012 to 2013)

- **Produced 107% of sales target** with \$1.4M in booked revenue. Resulted in **Rookie of the Year** award.

EDUCATION

Saint Louis University | Saint Louis, MO — **Bachelor of Science (BS) in Business Administration**

Saint Louis University | Saint Louis, MO — **Bachelor of Arts (BA) in Spanish**

CareerPoint — **Career Development Coach**

ADDITIONAL SKILLS

Technologies: Microsoft Office Suite: Excel, Outlook, PowerPoint, Word, Teams | Salesforce.com | Siebel CRM
Lotus Notes | Business Objects | Tableau | Avaya CMS | Zoom | Slack | Zip Labs | Asana **Languages:** Fluent in Spanish