Jason McKarge

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As a Vice President of Visualize, a leading provider of the ValueSelling Framework, Jason helps organizations improve business metrics by creating a better connection with their customer's definition of value. Following a successful career in sales and sales leadership, Jason rejoined Visualize and now focuses on refining his client's selling approach to differentiate; to drive increased revenues, market share and profitability.

Jason has 25 years of experience in the enterprise software industry, including technical sales, SE management, training, sales enablement, sales, and sales management. Born and raised in the Detroit area, Jason has led sales teams and led and facilitated new hire sales training for the last 10 years. Most recently, he was the RVP of Sales at BlueCat as well as the sales training leader. He was an integral member of the leadership team responsible for increased sales of more than 100% in 3 years. He has successfully leveraged ValueSelling to increase revenue, reduce length of sales cycles, and improve ASP at four different organizations. In fact, he successfully led a turn-around of a region that increased sales by 215% YoY.

Previous to that, Jason worked at NICE Systems, Mxi Technologies, and Wise Solutions, where he successfully leveraged ValueSelling to achieve top sales honors and President Club awards.

Jason holds a BS in Computer Science from Northwood University in Michigan.

Keep it simple. Drive results.