

CHARLIE MARUCCO

Enterprise Sales Leader | Higher Ed and Healthcare

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SUMMARY

Enterprise sales leader with **20 years of experience** selling technology to universities, academic medical centers, and major hospitals. Scaled Huron's SaaS business from **zero to \$66M+ ARR** as the sole account executive covering the entire vertical. Deep domain knowledge and extensive network of c-suite leaders at nearly every major academic institution across all 50 states. Proven track record of consistently exceeding quotas **closing over \$200M TCV** through a strategic, results-driven approach.

EXPERIENCE

Huron Consulting Group, Senior Director, Business Development 2017 – Present
Sole enterprise account executive selling Huron's full suite of SaaS products to top-tier universities, academic medical centers, and major hospital systems nationwide.

- Member of the leadership team that acquired a legacy on-premises software company, led the rebrand, and drove the transition to a SaaS delivery model
- Scaled SaaS product line from \$0 to \$66M+ ARR over 7 years as the only dedicated seller across the entire higher education vertical
- Closed complex enterprise deals ranging from \$2M to \$20M TCV, combining software subscriptions with consulting and professional services
- Manage full sales cycle end-to-end: strategy, prospecting, executive presentations, live product demonstrations, RFP responses, orals and finalist defenses, contract negotiation, and closed over \$200M in TCV
- Built and lead a cross-functional deal team spanning subject matter experts, legal and GRC, marketing, and engineering
- Developed and maintain relationships with 100+ leading institutions including CIOs, CFOs, VPRs, and other institutional leaders. Full network and client logos available at charliemarucco.com.
- Navigate complex procurement environments involving HIPAA, FERPA, multi-stakeholder committees, and multi-year contract structures
- Lead competitive strategy, market research, and represent the company at major industry conferences

Huron Consulting Group, Consulting & Project Management 2007 – 2017
Rose through progressively senior consulting roles implementing enterprise software for higher education and healthcare clients prior to transitioning to sales.

Director

- Oversaw a portfolio of concurrent enterprise implementations across Higher Ed and healthcare clients, managing multiple project teams and senior client relationships simultaneously
- Responsible for delivery performance, resource allocation, and escalation management across engagements

Manager

- Managed project teams for enterprise software deployments, including scope, budget, timeline, and cross-functional team coordination; PMP-certified
- Led client-facing design sessions, status reporting, and stakeholder alignment across IT, functional leaders, and executive sponsors

Analyst / Associate

- Documented business requirements, facilitated design workshops, performed configuration and testing, and served as liaison between functional teams and technical delivery

Smith Barney — Citigroup Global Markets, Trading Floor Intern 2005

- Facilitated futures orders between brokers and the trading desk at the Chicago Mercantile Exchange (CME)

EDUCATION

Georgia Southern University, MBA 2017

University of Illinois at Urbana-Champaign, B.S. Finance 2005