

CHARLIE MARUCCO

ENTERPRISE SALES LEADER | HIGHER ED & HEALTHCARE



CONTACT

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EDUCATION

University of Illinois

Finance, BS
2001-2005

Georgia Southern University

MBA
2015-2017

MY NETWORK

Learn more about my career experience including my full **client network** by visiting:

<https://charliemarucco.com>



PROFILE

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 (NASDAQ: HURN)

2017 - PRESENT

Senior Director of Business Development

- Member of the practice 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

2007 - 2017

Consulting roles

Rose through progressively senior consulting roles earning 4 promotions in 10 years implementing enterprise software for higher education and healthcare clients prior to transitioning to sales.

- As a 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
- As a Manager, became PMP-certified; managed project teams for enterprise software deployments, including scope, budget, timeline, and cross-functional team coordination. Led client-facing design sessions, status reporting, and stakeholder alignment across IT, functional leaders, and executive sponsors
- As an Analyst / Associate, documented business requirements, facilitated design workshops, performed configuration and testing, and served as liaison between functional teams and technical delivery