



Tom Vitkofsky

Senior Vice President, Global Sales

Vision

I believe in the power of strategic selling to help organizations to solve complex business challenges. My team's innovation-driven, customer-centric sales approach allows us to truly understand the specific goals and objectives of each company so we can support their unique needs. When working with potential customers, we focus on the possibilities, leveraging market research and Workhuman's robust software offerings to demonstrate how the inherent benefits of social recognition can help them achieve their vision for the organization.

If implemented in a strategic and meaningful way, a recognition program will yield substantial improvements in employee engagement, retention, productivity, morale, and wellbeing. As a sales leader, I want to help our customers harness the strongest aspects of recognition to drive positive cultural change and transform business performance.

Expertise

- Leading high-performing sales teams
- Achieving booking, revenue and profit goals
- How to be an exceptional problem-solver
- How to implement/optimize sales processes and strategies
- Strong negotiation skills

LinkedIn Profile

[Tom Vitkofsky](#)

Speaking topics

- Workhuman company overview and history
- Workhuman key platform differentiators
- ROI of social recognition
- Best practices for SaaS sales teams

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Biography

As Workhuman's senior vice president of global sales, Tom leads an international sales team focused on helping organizations to achieve measurable business results by adopting Workhuman's products and services. Tom joined Workhuman in 2013 and today counts more than 25 years of experience in sales and sales leadership, including more than 20 years in HR SaaS technology. With a leadership style grounded in innovation, Tom works closely with senior business leaders to implement solutions-focused technology platforms that positively impact a company's most important asset: its people.

Prior to Workhuman, Tom served in sales leadership roles at SumTotal Systems, Softscape Inc, Kenexa Inc., and BrassRing Systems. Tom holds a Bachelor of Science in Marketing from Stonehill College and resides in Massachusetts with his wife and three children. He is an avid outdoor enthusiast who enjoys spending his free time cycling, skiing and kayaking.