



# Beth Mastre

Beth Mastre has had a long and successful career in sales, working for a variety of companies and industries. Beth still actively sells, which makes her keenly aware of the various and steep challenges sales leaders and sales reps experience on a daily basis. Because she is actively selling to clients such as Microsoft, TransUnion, AFLAC, Lenovo, Comcast and Nationwide, her insights are invaluable to clients big and small.

Early in her career, she worked for a major software firm, selling primarily big-ticket items in a fast-paced B2B environment. During that time, she was the company's number-one producer on a team of eight, responsible for 25% of the company's revenue.

Currently, Beth serves as Vice President of B2B Sales Coach & Consultancy, a fast-growing firm that guides organizations to create differentiating levels of customer value and outcomes, driving long-term, highly profitable customers. The company is led by Anthony Iannarino, who is recognized as one of the top 50 most influential sales leaders in the world. In this role, Beth works with a wide range of client companies from emerging start-ups to \$30 billion multi-national firms.

Beth also serves as co-founder and co-chair of the Jeff Beals & Associates' Sales Leader Mastermind, a facilitated peer advisory program designed specifically for Chief Sales Officers.

A native of the Twin Cities area, Beth holds a Bachelor of Science degree from Southwest Minnesota State University in Marshall, Minnesota. She lives in Omaha, Nebraska with her husband Brian and son Braxton.