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### **AuctusIQ Doubles in Growth, Adds Geisert to Executive Team**

**LINCOLN, Neb. (Sept. 21, 2020)** – AuctusIQ, a performance-based technology company that helps sales organizations accelerate growth, has more than doubled in size and revenue during the last 12 months. To keep up with its growth trajectory, co-founder and CEO Troy Kanter announces the hiring of a new partner, Tim Geisert, a veteran sales and marketing executive.

In his new role, Geisert will work with Kanter and co-founder and chief of science and strategy Courtney McCashland to develop plans for continued and sustained growth. AuctusIQ was formed in 2018 to help companies develop their talent, skills and coaching to drive revenue growth.

Before joining AuctusIQ, Geisert served as senior vice president of Engage2Excel (E2E), a company dedicated to helping customers create engaging candidate and employee experiences. In his role, Geisert led E2E's sales team to implement the AuctusIQ platform. As a result, E2E doubled its sales revenue and win rate.

"I've seen firsthand how the AuctusIQ platform transformed a sales team, and I'm eager to show our customers what our proven, science-based system can do to meet their business goals," Geisert said. "When we started using AuctusIQ's system at E2E, our team had a winning system in place, and we started seeing results immediately."

Before he joined E2E, Geisert served as chief marketing officer for Miller Heiman Group, was vice president of HR executive sales at Kenexa, an IBM Company, and was part of Kenexa's senior leadership team. Kenexa was co-founded by Kanter, who served as chief operating officer and head of sales when it was acquired.

"Tim is a metrics-driven executive who brings a wealth of knowledge about sales and marketing to his role at AuctusIQ," Kanter said. "When you look at his track record, Tim has the ability to get the most out of sales professionals."

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AuctusIQ is built on 25 years of scientific salesforce analytics, data modeling and applied market studies to uncover the talent, skills, coaching and sales strategies that accelerate growth and optimize commercial results. Founded by Troy Kanter and Dr. Courtney McCashland, AuctusIQ is based on predictive assessment science to more than double salesforce production through engaging the right talent and is applied through deal coaching strategies that have, in some cases, tripled average win rates while reducing the costs associated with unproductive activity. To learn more about AuctusIQ, visit [www.auctusiq.com](http://www.auctusiq.com).