

Contact: Mary Lafferty at 402.227.6495 or mlafferty@auctusiq.com

AuctusIQ Names Former NCAA Football Coach Bob Stitt Vice President

LINCOLN, Neb. (Oct. 7, 2020) – AuctusIQ, a performance-based sales technology company that helps sales organizations accelerate high growth, today announced former NCAA FCS head coach Bob Stitt has been named vice president of the company.

Stitt is considered the mastermind behind the Fly Sweep, served as head coach of the University of Montana and Colorado School of Mines and has been an assistant coach/coordinator of NCAA FBS universities, including Oklahoma State.

As a head coach, Stitt used many of AuctusIQ's principles to find diamonds in the rough on the recruiting trail and develop players in the right roles. As a result, Stitt's teams achieved high success on the field. At Colorado Mines, he took a dormant program and turned it into a consistent winner. In 15 years, the Orediggers won 108 games and three conference championships and advanced to the national playoffs three times.

He in part credits the principles of the AuctusIQ platform for his success on the gridiron.

"There are so many parallels to what I had done as a coach and to sales training, such as identifying talent, coaching and developing that talent and implementing a system that gives your team the best chance to win," Stitt said. "I'm so excited to be a part of this company because I not only believe in what they're doing, I've done it. I believe in the AuctusIQ system, and I think I can help companies improve their sales teams like I used it to improve my football teams."

Stitt was an assistant coach at Doane University in the late 1980s when he met Troy Kanter, AuctusIQ's co-founder and CEO. Kanter was the team's quarterback at the time while Stitt was coaching the team's defensive backs. A bond developed between the two, which is how Stitt discovered and then used the AuctusIQ system when he moved on to head coaching positions.

"Bob's ability to recruit, develop and coach talent for a winning football team will allow him to guide CEOs, sales leaders and sales managers to develop a formula for success in the business world," Kanter said. "As someone who used the system, Bob has instant credibility to show business leaders how AuctusIQ can work in their situation."

Stitt will be based out of Golden, Colorado.

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 has, in some cases, tripled average win rates while reducing the costs associated with unproductive activity. To learn more about AuctusIQ, visit www.auctusiq.com.