



Elizabeth Fulham

SalesOptimize

SalesOptimize provides a market intelligence and sales lead generation tool for companies wishing to break into the eCommerce market which is valued in excess of \$1.7T. Unlike other data providers, they extract their data directly from the internet vs out of date databases and lists.

Liz has over 25 years leadership experience working in global companies such as IBM, Microsoft, Telefonica and PayPal. Very much an ideas person, she set up SalesOptimize after she identified a gap in the market - there was no eCommerce lead generation sales tool available for B2B companies to achieve their business goals.

In 2016, SalesOptimize engaged in a soft market launch. Success quickly followed with the company winning customers as well as awards in a number of major international competitions. Their impressive client list now includes DHL, Bank of Ireland, Fexco, Deutsche Post, Pay360, Nightline, Worldline and Trust Pilot.

The SalesOptimize tool has specialist features that facilitate users in identifying appropriate sales leads with a high likelihood of being successfully turned into customers. Benefits include:

- SalesOptimize maps the internet, saving companies 1000s of man hours trying to find eCommerce business;
- Fills a company's CRM and sales pipelines with high quality sales leads; and
- Facilitates a company uploading their existing sales pipeline for cleansing and enrichment.

SalesOptimize won the Small Firm Associations Emerging Business in 2017 and Liz is a finalist in the Enterprise Ireland 2017 Founders of the Year award. SalesOptimize is looking to raise €2M of VC investment to scale the business internationally.

www.salesoptimize.com

