

VELL

Representative Vell Placement



MICHAEL SANCHEZ
CHIEF REVENUE OFFICER

Bold Commerce, a Winnipeg-based developer of e-commerce software solutions, has named Michael “Mike” Sanchez as Chief Revenue Officer. He joins Bold Commerce after serving as Senior Director, Global Enterprise/SMB Sales, Partnerships, and Strategy for WP Engine where he was recruited to build out the entire global enterprise strategy which includes sales, marketing, operations, customer success, and over all go-to-market plan.

Before joining WP Engine, Mike served as Senior Director, Enterprise Business Unit for BigCommerce, a leading SaaS eCommerce platform company that provides retailers a platform to sell online. Before that, he served at Rackspace for more than seven years, most recently as Director, Enterprise Sales and Services.

Earlier in his career, Mike co-founded Mykron Solutions, served as Senior Sales and Support Manager at SecureTrust Corporation (Purchased by Trustwave) and Performance Assessment Coordinator at West Corporation.

About Bold Commerce

Headquartered in Winnipeg, Canada, Bold Commerce is a software development company that provides industry-leading e-commerce solutions for the world’s most innovative brands. The company’s suite of products address the core needs of wholesale and B2B merchants, including subscriptions, automation, personalization, payment experience, customization, loyalty, and retention.