

SALES MANAGEMENT EXECUTIVE – TECHNOLOGY / WIRELESS INDUSTRIES*Director of Channel Sales ■ Director of Business Development ■ Regional Sales Manager*

Profile

Award-winning manager of national sales organizations, worldwide alliance programs, and channel/business development initiatives for high-tech/wireless industry leaders. Twenty-year sales career chronicled by fast-track promotions and repeated recognition for surpassing revenue, margin, and market penetration goals.

Respected, decisive builder/leader of top-performing sales and partner teams (up to 25 members) and cross-functional groups; able to instill a shared vision, turn around stalled initiatives, and drive early attainment of corporate objectives. Solid technical background encompassing cross-platform expertise and enterprise software, wireless, and hardware technology. Comfortable and experienced managing complex sales cycles/team structures and working nationally (60% travel).

Offer a track record of proven success, with highlights including:

- Built alliance/partner/VAR recruitment programs for three organizations, capturing over 700 new partners, generating \$25M in new revenue stream, and delivering aggressive ROI on \$1M in market development investments.
 - Managed pace-setting sales team performance to hit quota-surpassing production (110% over goal; \$119M in revenue).
 - Improved profitability by reducing receivables 32% and accurately managing a 9000 unit forecast.
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Expertise

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| ■ Solution Selling & Partner Recruiting | ■ Team Building, Training, & Motivation |
| ■ Alliance Program Management / Expansion | ■ Proactive Sales Planning |
| ■ Incremental Revenue Growth | ■ Multimillion-Dollar Competitive Contract Wins |
| ■ C-Level Presentations / Client Relations | ■ Persuasive Communications / Negotiations |
| ■ Turnaround & Startup Leadership | ■ ROI Maximization |
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Experience

TECH, INC. – Goodyear, AZ

Mobile and wireless solutions provider serving enterprise and mobile professionals.

Director, Enterprise Sales Alliances, 2000 to 2002

Managed national alliance program and team of four national alliance managers, with ultimate accountability for driving sales of enterprise wireless solutions (enterprise connectivity, wireless messaging and mobile devices) through the recruitment/retention of system integration firms, VARs, and other stakeholder partners. Reported directly to two company VPs. **Key Accomplishments:**

- **Fueled new multimillion-dollar revenue stream (\$8M in year one; \$15M in year two)** as the “evangelist” and “resuscitator” of a long-discussed but never launched alliance program joining Palm enterprise solutions with wireless solution partners.
 - **Directed all aspects of program’s startup and rapid expansion** (including recruitment/ramp-up of top-tier team and development/implementation of strategic and logistical plans), completing initial launch within **90-day** timeframe.
 - **Outperformed expectations/sales targets**, delivering a revenue-positive alliance program (with multimillion-dollar ROI) in both first and second years of launch.
- **Succeeded in achieving go-to-market launch of Tech’s first enterprise software product** within expedited timeframe where months of earlier efforts had failed.
 - **Created sales channel strategy** and built/managed eight-member cross-functional team that turned around previously stalled initiative.
 - **Leveraged strengths in decisive leadership and persuasive communications/negotiations** to overcome challenges of intense internal resistance to Tech’s foray into enterprise sector, as well as complicated relationship management following product’s OEM by a competitor.
 - **Recruited 16+ new partners and sold over 80 copies** of initial release within first 90 days.
- **Sold aggressively against dominant, competitive presence of Microsoft, closing series of six-figure enterprise wireless deals** (diverse industries with up to 500 users) through cultivation of strategic partnerships that enabled powerful joint selling efforts.
- **Led evaluation/review of 130+ mobile/wireless partners** for program membership.

Experience

ZYX SOFTWARE, INC. – Reno, NV 1998 to 2000
\$100M financial software provider of mid-market ERP solutions.

Director, Business Partner Sales, 1999 to 2000

Advanced to management role over 25-member team (four managers, 20+ sales reps) and all sales channels (direct, telesales, partners) promoting HR, payroll, and budgeting and planning software. Ensured attainment of \$20M annual quota, cultivated business partnerships, and resolved conflicts within complex team structure. Reported to Sales VP. **Key Accomplishments:**

- **Oversaw lead generation and qualification process** to maintain quality pipeline within high-volume environment of over 300 monthly lead submissions.
- **Attained “challenge” sales target, generating \$20M** (all channels) through effective management that balanced, clarified, and quickly resolved often-competing needs/issues of inside/outside/direct channels and their respective team members.
- **Recruited 18 new partners per quarter** and met all new partner revenue goals.
- **Prevented the threatened loss of key partners** through corrective measures that resolved real or perceived channel conflict, lead production, and partner support issues. Enabled 100% retention and strong satisfaction/motivation of key partners, leading to **over-goal performance**.
- **Jointly planned, executed, and hosted** well-received business partner conference with 200+ attendees that re-energized channel and produced \$125K.

National Sales Manager, 1998 to 1999

Recruited, trained, coached, and supervised national sales team of nine in the promotion of Microsoft SQL-based ERP solutions to financial reseller partners in the mid-market space. Reported to VP of Channel Sales. **Key Accomplishments:**

- **Managed network of 200+ resellers** and grew national sales team revenues by **37%**. Delivered quota-surpassing team performance– from 90% of quota to **108% of quota**.
- **Designed and introduced new partner program and recruitment strategy** focused on web-native SQL solutions with a \$100K and above price-point. Personally prospected for, negotiated, and closed company’s first four accounts for these products with key business partners.
- **Increased new revenue from business partners by 53%** (seven-figure growth) by creating new recruiting process, sales motivation metrics, and revenue-driving marketing plans.
- **Created and led multiple large-group educational programs to reseller partners** on solution selling, prospecting, and managing professional salespeople.
- **Promoted to director of business partner sales** and developed two direct-reports to achieve promotional advancement through coaching, motivation, and skills training.
- **Named to Best Software 100% Club** for 100% sales achievement (1998, 1999).

LMO COMPUTER, INC. – New Orleans, LA; Louisville, KY
Premier developer of the world’s easiest to use operational system for personal computing.

National Sales Team Manager (New Orleans), 1994 to 1998

Enterprise Account Executive (Louisville), 1993 to 1994

National Field Sales Manager (Philadelphia), 1993

Channel Account Manager (Philadelphia), 1989 to 1992

Earned series of rapid promotions, culminating in responsibility for direction of nationwide sales program/team and reporting to VP of Distribution Sales. Directed business and sales growth through industry’s second-largest channel partner (Tech Data), leveraging this alliance to recruit new business partners to LMO’s platform in targeted vertical markets. Served as key advisor to executive team on competitive issues, channel programs, and industry trends. **Key Accomplishments:**

- **Delivered a 34% (\$18M) sales increase** (from \$52M to \$70M) within a market where sales of LMO products were declining overall by 20% annually.
 - **Leveraged existing marketing dollars and partner resources to recruit 400+ new VARs** in a three-year period. Won **\$14M+** from these firms during same timeframe, earning company-wide recognition as LMO’s **#1 Channel Partner Recruiter** for two years (1995, 1996).
 - **Managed sales team to outperform goal by 110%**, producing **\$119M** in annual revenue and growing territory **21%** despite fierce competition and emerging dominance of Windows platform.
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ExperienceLMO COMPUTER, INC. – *continued*

- **Structured customized sales program** for LMO-based web servers targeting VAR marketplace, winning distinction as the **#1 Selling Partner** of these products and propelling LMO's attainment of the **#2 position in the web server market** from 1994 to 1996.
- **Forged strong, sustainable relationships** with numerous VP-level executive clients of Tech Data that further cemented LMO's alliance with a critical channel partner.
- **Improved strategic management of partnership program**, removing 16 non-performing partners while concurrently surpassing revenue targets.
- **Repeatedly recognized for excellence in sales**, with a consistent history of meeting or exceeding quota:
 - **Grew LMO's second-largest channel partner in territory by over 35%** (1989 to 1991).
 - **Expanded mid-Atlantic region's largest partner to \$26M+** in annual LMO revenue.
 - **Earned four-time Golden LMO Club honors** for 100% sales achievement (1991, 1992, 1995, 1996) and recognized with **LMO National Sales Impact Award** for exemplary sales (1993).
- **Conducted 24+ annual sales and product training programs**, winning across-the-board praise from the over 400+ partner sales attendees for program quality, depth, and usefulness.
- **Augmented divisional profit margins by decreasing receivables 32%** and accurately managing a 9000 unit forecast.
- **Enabled smooth transition during major corporate downsizing**; placed 100% of team into new sales structure.

ORANGE LABORATORIES, INC. – Louisville, KY

National Account Executive, 1984 to 1988**Senior Sales Representative** 1982 to 1984

Promoted to national account executive for Orange's tenth-largest customer worldwide (ABC Inc.) following goal-surpassing success as one of Orange's first college recruitment program candidates (selected from over 200 applicants). Challenged to build mutually beneficial relationship with ABC's senior IT executives and meet all assigned objectives and revenue goals through sales of Orange's full product lineup. **Key Accomplishments:**

- **Salvaged crucial account** within first 30 days of assuming new AE role following announcement by ABC VP of his intention to sever relationship with Orange and discontinue use of all Orange products. Leveraged Orange Sales VPs to convince executive to abandon plan and went on to sell **\$7M+** to this account.
- **Captured six new major accounts**, converting clients from CRT System 34 to Orange VS systems.
- **Inducted into Orange Achievers Club** (100% sales achievement) for three years in a row (1985, 1986, 1987) and received **multiple Sales Rep of the Month awards** from 1984 to 1987.

Education & TrainingLOUISVILLE UNIVERSITY – Louisville, KY – **BS in Marketing**, 1982

Professional Development Highlights: The Complex Sale (1999) ■ High-Performance Coaching (1999) ■ Solution Selling (1994) ■ SPIN Selling (1990) ■ Sales Training (1984)

Technology Summary

Software: Advanced proficiencies in MS Office (Word, Excel, PowerPoint, Access, Outlook) as well as other MS software and a variety of Mac and Palm-based applications.

Hardware: Apple, Dell, and HP workstations

Systems: Cross-platform expertise in Windows (all) and Macintosh OS

Networking: 802.11; wireless networks (WLANs), GSM, GPRS, CDMA

Languages/ DB: Java, SQL, Access