

## Robert (Bob) Arnold

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### CAREER ACCOMPLISHMENTS

- *Delivered over \$300 million per year in profitable revenue of network enterprise solutions spanning a 5 year period.*
- *Created and managed a Federal Government Channel of business which averaged more than 164% of goal and resulted in 32% of the global revenue for the company.*
- *Increased revenue from \$3.5 million to \$90 million in one year including new account of Allied Signal and General Motors.*
- *Increased revenue from \$0 to \$60 million in one year with new account penetration into Del Monte, Dow Jones, and the United States Army.*
- *Averaged over \$12 million in revenue over a 5 year period landing large system integrators like EDS, CSC, and Unisys.*
- *Opened offices for 4 early stage startups that had successful IPO's: Apollo Computer, Sun Microsystems, Olicom, and Eprise.*

### SPECIALIZED EXPERTISE

*Executive Presentations & Negotiations; Enterprise Software; Cloud Computing; Solution Selling; Executive Relationship Management; Multi-Channel Marketer (Mass, Direct, E-Commerce); SaaS; Networks LAN/WAN; International & Domestic Market Expansion; Sales Management; Start-ups; Channel Partners; Alliance Strategy & Revenue Expansion; Strategic Selling and Business Development.*

### EMPLOYMENT

**VICE PRESIDENT, SALES**      TRANSPARENTBUSINESS      New York, NY      April 2013-Present

TransparentBusiness is a very early stage startup company that provides a SaaS based cloud tool that allows managers to effectively manage their business, collaborate with their employees and coordinate their teams in real time from any remote location. Achieved initial pilot sites at Nationwide Insurance, Cardinal Health, JP Morgan Chase, Morgan Stanley and Citi.

**PRINCIPAL, BUSINESS DEVELOPMENT**      BABCO      McKinney, TX      2006-2013

Provided customized business development and brand recognition strategies for early startup companies and well-established businesses. Expanded revenue and established executive relationships. Clients include:

STEALTH INTEGRATIONS: A start-up systems integration and consulting company providing: data center network, monitoring, infrastructure design, virtualization, and security implementation solutions to enterprise accounts. *Revenues of \$1.1 million were generated from Texas Instruments and Lone Star Gas.*

PARI NETWORKS: An early stage start-up delivering advanced solutions to companies involving risk management and business governance. *Revenues of over \$260K were generated with Franklin Templeton and The NFL.*

CARNEGIE SOFTWARE: An early stage start-up company delivering software products focusing on enterprise capital, operational investment risk and value. **Business resulted in \$300K in revenue with Perot Systems.**

PROXIMA TECHNOLOGY: A privately funded company with revenues of \$8-10M, providing solutions to help organizations understand and improve business value of IT by embracing Six Sigma and ITIL Standards. Proxima's target market encompasses SLA/SLM sector. Primary responsibility was EDS which **resulted in over \$1.5 million in revenue with the EDS Financial Services division, subsequently an EDS corporate standard.**

**VICE PRESIDENT, BUSINESS DEVELOPMENT**      **GO FIGURE TECHNOLOGY**      **Plano, TX**      **2004-2006**

Targeted upper mid tier market of distributors, wholesale distributors, and manufacturers for this early stage start-up company. Utilized ASP data centers located in Dallas, Latin America, Europe and the Pacific Rim. Conducted negotiations with Best of Breed E-Commerce Solution providers, i.e., Purchase Pro, Commerce One, Ariba, 12, STC(Seebeyond), PSI NET, Cap Gemini Ernst & Young, Manugistics, EMC, and Sales Logics. Built global ASP environment providing customers with a total Best of Breed end-to-end E-commerce solution. **Closed first major account for over \$1 million with Texas Industries.**

**VICE PRESIDENT, STRATEGIC ACCOUNTS**      **MAX INTERNET COMMUNICATIONS**      **Plano, TX**      **2000-2004**

Developed sales strategies and marketing programs for converged media (voice, video, and data), targeting Fortune 1000 companies. Spearheaded strategic alliances with large ISP's, ASP's, and Systems Integrators. Initiated strategic alliance discussions with major internet providers – Worldcom, SBC, Global Crossings, PSINet, AOL, Spring and Enron. Tasked with identifying corporations or investment group interested in acquiring Max Internet. Orchestrated discussions with senior management at Motorola (General Instruments), Scientific Atlanta, Cisco, and Liberate.

**VICE PRESIDENT, SALES**      **OLICOM**      **Plano, TX**      **1994-2000**

**V.P., National Accounts:** Established executive contacts and sales opportunities with large system integrators and consulting companies. Supported sales team with Fortune 100 accounts.

**V.P., Government Programs:** Targeted and built relationships within State, Local, and Federal government sector. **Increased State and Local revenues by 400% to \$12 million with federal sector as the largest vertical segment. Government market generated 37% of Olicom's revenues. Achieved highest sales quota of 164% (1998) of \$300 million.**

**Director, Reseller Sales:** Designed and launched sales programs targeting large consulting and system/integration firms, in conjunction with supporting their sales efforts with large end-user accounts. Key account wins included IBM, AT&T (NCR), ODS, Dell, Anderson Consulting, Price-Waterhouse, Navy PCLAN+, Navy SPARS, and NIH. **Consistently exceeded sales quotas: 166%, \$8.3 million (1995) and 142%, \$14.2 million (1996).**

**EDS Global Account Manager:** Created sales and marketing plan for EDS and network products. **Increased revenues from \$425K per year to over \$3.6M establishing a 90% market share with EDS. Exceeded quotas.**

## EDUCATION

B.S., Marketing and Business Administration  
Gardner-Webb University  
Boiling Springs, NC