

Sales Management / Business Development

Tireless self-starter that is passionate about Information Technology. Enjoys working for technology companies that continue to keep abreast of the ever changing role of IT in supporting a customer’s business. Believes that understanding the customer’s business, their challenges and establishing a partnership dramatically increases the success factor with the customer. Have held sales roles including Customer facing, Channel Management, Marketing, Channel Development, Solution Development with cross-functional teams, Sales Readiness Training and Business Development. Interested in a company that is stable and has a reasonable customer install base so I can focus on long-term success with the company.

CORE QUALIFICATIONS

<p>Some example customer engagements</p> <ul style="list-style-type: none"> ● Cloud, Business Intelligence, Big Data, Managed Services, Server Consolidation, Server Virtualization, Engineered Systems, Storage consolidation, Storage Optimization, Information Lifecycle Management, Disaster Recovery, Business Continuity, Mobile Device Development, IT Staffing <p>IT Sales</p> <ul style="list-style-type: none"> ● 10+ years sales experience with several multi-million dollar deals. Sales Club winner. ● Comfortable talking at all levels of the customer’s organization. From CXO to Decision makers to Business Unit Managers to IT Staff. ● Provides exceptional customer support ● Good at calming “Hot” customers ● Builds trust with the customer, Becomes business partner to the customer ● Competitive positioning against Major IT vendors <p>Sales Support</p> <ul style="list-style-type: none"> ● Marketing Strategy, Sales field Enablement / training, Sales Force Communications, Business Development 	<ul style="list-style-type: none"> ● Managed/teamed with authorized partners ● Developed annual sales training for a US sales force consisting of over 1200 sales and sales engineers <p>Authorized Channel Partners</p> <ul style="list-style-type: none"> ● Channel Development, Channel Management, Sales Mentoring ● Developed offers with Cross functional teams involving Server Consolidation and Virtualization, High Performance Computing, SAP, ● Developed Channel Programs offer from ground up ● Involved with establishing an OEM agreement <p>Ed Rodriguez</p> <ul style="list-style-type: none"> ● 10+ years experience managing Data Centers ● 10+ years managing personnel ● Natural mentor. Shares knowledge in a collaborative setting ● Strategic planner. Entrepreneur ● Passion for success creates energy with the team ● Excellent organizational and multi-tasking skills ● Works great in fast paced, high pressure environment ● Willing to travel frequently within the territory
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PROFESSIONAL EXPERIENCE

GoNetUSA, Phoenix AZ.

10/2013 – Present

Regional VP of Sales

Business Development, Solution Development, Marketing, Technology Evangelist, IT Strategy

GoNet is a global Technology Services company headquartered in Mexico. GoNetUSA is the arm of GoNet hoping to break into the US market. Hired to build an Oracle sales organization, define marketing campaigns and new service offerings. Wear many hats in an effort to build a customer install base and have introduced GoNetUSA to hundreds of businesses in my contact list.

SERVERCARE, Tucson AZ.

11/2012 – 10/2013

Director of Business Development (Hunter)***Business Development, Solution Development, Marketing, Technology Evangelist, IT Strategy***

Responsible for driving Oracle software sales, managed services, and professional services within customer install base. Achieved over \$700K worth of Oracle software licenses and services within the very small customer install base. Sold the company's first Oracle Engineered Product offering. Developed TCO analysis for some engagements to influence a customer's purchasing decision or to show value in moving up to the next higher tier of managed services. Established new reseller partnerships with DBvisit and Overland Storage.

ORACLE, Tucson, AZ.

04/2010 – 05/2012

Various Sales Roles – Customer Facing, Subject Matter Expert, Channel Manager***Technology Evangelist, IT Strategy, Channel Manage, Mentoring***

Responsibility was covering State and Local Government accounts in AZ, NM, and UT. Spent most of my time working the large enterprise deals valued at \$1M+. First to sell Exadata in Public Sector across the US and sold a total of 6 units. System will be deployed as a "Database as a Service" for state agencies. Typical customer engagements involved delivering presentations, addressing any concerns that customer had prior to proceeding with collecting customer requirements; developing architecture and delivering final presentation to customer. These typically were 5-6 week sales engagements.

SECURETEK GROUP, Tucson, AZ.

04/2009 – 11/2009

Regional Sales Manager***Customer Facing, Technology Evangelist, IT Strategy***

Securetek is a San Antonio based company who is an authorized reseller of HP, Sun Microsystems, HDS, Dell, NetApp, Cisco, Juniper Networks and VMware. Securetek was looking to expand into Arizona and it was believed that with my close relationship with the local Sun Microsystems Sales Rep covering Fort Huachuca, that we would partner and close business together. The problem was Fort Huachuca had existing purchasing contracts with other resellers that prevented Securetek from doing business with them. The economic crisis of the day limited most companies from any purchasing. Securetek started seeing a decline in business from their top customers and made the decision to stop the expansion effort in Arizona. Securetek's Executive VP of Sales is available as a reference and has recommended me to other companies for employment. Size of company: 6

SUN MICROSYSTEMS, Tucson, AZ.

12/1999 – 09/2008

Sales / Business Development / Channel Manager***Business Development, Solution Development, Marketing, Technology Evangelist, IT Strategy, Sales field enablement/training, Mentoring, Sales Field Communication***

I started at Sun as a Systems Engineer responsible for all education accounts in AZ and NM. Achieved year over year growth and was a Sunrise Club winner for 2001. Delivered product presentations/demos as required and completed numerous RFQ/RFPs. In FY2003, against a \$10M quota, obtained the top honors with 168% of goal. This also fueled the Western Area Education Team receiving the Top Team Award for the year. In late 2004, took a partner development role to establish a channel specialty program for Enterprise Consolidation / Virtualization. This program was built completely from the ground up with determining qualification requirements, education learning path, developing learning modules for identified gaps, rolling out 4 different pilots, targeting specific partners, and finally launching in late 2005. Assisted with the Sun/VMware OEM agreement and coordinated the US Sun/VMware 12 city road-show. Entire partner team got caught up in a 2500 employee RIF.

EDUCATION & TRAINING

BS, (double major): Management Information Systems / Operations Management. University of Arizona

Required Quarterly product training required at Sun Microsystems & Oracle.

VMware Sale Professional Program (2009)

VMware Technical Sales Professional (2010)