

RUSSELL CLEVELAND

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SENIOR MANAGER: Contract Negotiation, Deal Analysis, and Major Account Deal Development

Accomplished professional with more than 10 years of experience in generating multimillion dollar contracts, negotiating complex services deals, and driving performance excellence in global business environments. Build and maintain lucrative relationships with very high profile client corporations, including Nortel, Lucent, Cisco, and Motorola. Deploy consultative sales techniques to craft innovative service solutions and ensure key account acquisition, retention, and growth. Deliver proposals and presentations for C-level executives worldwide, including customizing technology offerings to the needs of clients and stakeholders across multiple business units. Promote market dominance by delivering sales and services unmatched by leading competitors. Hold Master of Business Administration degree in Marketing, as well as a Bachelor of Arts in Economics degree.

Global Business Environments • Complex Deals Development/Management • Contract Negotiation & Analysis
Vertical Sales/Marketing • Price 2 Win (P2W) Analysis • Global Sales Team Leadership • Pipeline Management
Risk Assessment/Mitigation • Dispute Analysis/Resolution • Legal/Regulatory Compliance • Field Consultancy
Sales Cycle Management • Internal/External Team Leadership • Service Optimization • Client Support/Loyalty

PROFESSIONAL EXPERIENCE

MICHAEL BENJAMIN INTERIORS, Livermore CA • 2010-2013

Co-lead independent Interior Design business specializing in custom blinds, shutters and draperies. Plan and execute business model. Provide comprehensive day-to-day operations oversight.

- Led start-up organization to profitability within 2 years by partnering with Custom Decorators, Home Depot and Costco to more than double revenue year over year, resulting in total 2013 revenues of approximately \$750,000.

SUN MICROSYSTEMS, INC., Santa Clara, California • 1997-2009

OEM Services Business Development Manager

Partnered with service sales account executives and sales representatives to drive add on revenue growth. Analyzed the goals, expectations, and requirements of high profile clients and prospects. Customized product and service offerings to individual client needs, including formulating service solutions to function across multiple business units. Developed proposals and presentations for C-level executives and decision-makers. Cultivated lucrative and enduring relationships with multinational clientele in collaboration with global Account Managers.

- Conceptualized, negotiated, and implemented 3 new major service agreement contracts with mid-tier OEMs projected to generate \$10M in annual account revenues;
- Pursued and maintained relationships with high profile clients within the Communications Vertical Market Area, including Cisco, Lucent, Nortel, Alcatel, and Motorola;
- Formulated revenue-sharing agreements between the services, hardware, and software business units;
- Rehabilitated relationship with key prospects by substituting contract offering from another department with cost-efficient revised proposal to meet client needs while preserving the department's reputation.

Global Services Business Manager/Complex Services Deal Team Lead

Partnered with global account sales teams to optimize revenues on existing accounts. Tailored sales and service solutions to evolving market conditions, deploying international business expertise to meet the needs of a multinational clientele. Promoted market dominance through the development of innovative product and service portfolio. Applied consultative selling strategies to define and address the requirements of clients across multiple business units. Deployed expertise in contract negotiation to draft lucrative service agreements. Increased contracted service activities while reducing or eliminating the need for additional administrative actions in executing terms of service.

SUN MICROSYSTEMS (continued):

- Secured more than \$100M in revenues annually by negotiating corporate service agreements within the Communications line of business;
- Negotiated 5 year 100% attach rate service agreement with telecommunications OEM projected to yield \$30M in revenues;
- Produced more than \$10M in service agreements within 18 months by leading 6-member proposal development team in drafting more than 50 large-scale proposals;
- Built cross-border services revenues from 0 to \$10M yearly through market research and service innovation;
- Developed key contracts within the Network Equipment Provider OEM global account base;
- Collaborated with senior management institution-wide, including Global Account Managers and Service Sales Account Executives, to administer traditional, special, and non-standard service agreements;
- Promoted performance excellence for markets across Canada, Mexico, and Central and South America;
- Expertly deployed crisis management skills to secure ambitious performance and financial targets in challenging conditions, including declining markets and corporate transitions and reorganization.

Global Services Program Manager

Partnered with field sales specialists to implement innovative sales strategies. Customized sales and marketing strategies to local conditions and client goals. Ensured performance excellence among an inexperienced and rapidly growing sales team. Monitored team effectiveness and implemented individual and group enrichment strategies to ensure success. Delivered exceptional results on special projects for senior executives and stakeholders, including defining service strategies to efficiently respond to the increasing globalization of the account base. Developed successful risk management, pricing, and service strategies to provide win-win solutions for clients, stakeholders, and the parent organization.

- Deployed global business expertise to formulate cross-border business plans in partnership with the VP of Service Sales;
- Spearheaded the creation of Global Services Group to ensure collaboration, information-sharing, and strategy development among geographical representatives worldwide;
- Drove market penetration, expansion, and dominance as representative for largest geographical Area encompassing North, Central, and South America;
- Boosted efficiency, productivity, and performance through operational streamlining, including simplifying global pricing structure by cutting Price Lists from 30 to 6;
- United global management teams through process standardization and vision-sharing, including establishing a minimum service standard and implementing a coherent growth strategy;
- Formulated and presented revised business models to overcome sales management resistance to change;
- Earned invitation from supported Sales teams to attend the President's Club Sales meeting 2 years in a row.

Additional Experience:

- **Services Sales Support Manager:** Galvanized revenue growth in new division, more than doubling sales revenues in 1 year by providing exceptional support to sales teams and to the newly-created position of VP of Services Sales..
- **Customer Support Program Manager:** Produced \$100M+ in revenue through the creation of more than 100 proposals and negotiated organization's first GSA schedule.
- **Assistant Program Manager for Finance and Scheduling:** Created reporting system, developed and reported actual and projected program performance on multimillion dollar US Government defence contracts.

EDUCATION

Master of Business Administration in Marketing

University of California, Los Angeles, Los Angeles, California

Bachelor of Arts in Economics

University of California, Santa Barbara, Santa Barbara, California