

TECHNOLOGY SALES LEADER successful in selling, architecting, and guiding the delivery of innovative technology solutions for organizations from small to enterprise in a variety of vertical markets. Comfortable interacting at all levels, from C-level and line-of-business to IT, with a strong focus on customer success and long-term value. Proficient at financial management, sales support, proposal generation, software and services pricing, and contract negotiations.

CHANNEL SALES EXECUTIVE

July 2018 – Present

IBM – *Collaboration and Talent Solutions Business Unit*

As a Channel Sales Executive, I am responsible for driving IBM Software Sales in the Channel for our Communications, Distribution, Federal, and Western Canada markets. Some of the responsibilities in this role include sales strategy, utilizing our current sales plays to drive sales with partners, coordinating sales efforts with both partners and IBM reps, and identifying strategic solutions from partners that can be leveraged to drive additional sales.

I also work very closely with our direct reps working their account lists to identify strategies for penetrating those accounts, negotiating pricing, structuring deals, and acting as the subject matter expert for our reps when it comes to the appropriate solutions for their customers.

CUSTOMER SUCCESS AND SOFTWARE ADOPTION EXECUTIVE – NORTH AMERICA

January 2018 – June 2018

IBM – *Collaboration and Talent Solutions Business Unit*

In this role, I am responsible for the proactive selling of deployment opportunities to both internal resources (sales, tech sales, services) and external teams (Business Partner and Customers). Deployment is the term for software usage - both on-prem and SaaS. The ultimate goal of deployment is for the customer to fully adopt our solution and establish a longer-term and valuable relationship.

This role involves analysis of our current and ever-changing financial exposure to allow us to focus on our most "at risk" accounts. In addition to the analysis required, I am also required to be fully-trained on our solutions, give a high-level demo if required, and work on sales strategy with both our internal and external resources.

In addition to software adoption, I work directly with our Worldwide team on the process and analysis around IBM's Net Promoter Score (NPS). This is an initiative that is driven from "the top" and is key to our long-term success.

BUSINESS UNIT DEPLOYMENT LEADER – NORTH AMERICA

June 2015 – December 2017

IBM – *Collaboration and Talent Solutions Business Unit*

Responsible for ensuring that the IBM Collaboration and Talent Solutions software (Connections, Watson Workspace Kenexa, Notes/Domino, Box, and Cisco Slack) that was sold at large, enterprise customers is deployed and does not become "shelfware". Specifically, across all of North America, I coordinate with the direct sales, technical sales, services teams, and Business Partners across the various regions to ensure customer satisfaction with our products.

In addition to working on the deployment of our Collaboration software "on prem", I also spend a lot of time working with the Channels team and our Business Partners to help activate our customers on IBM's Cloud platform, mainly around IBM Verse and IBM Connections.

Both efforts involve extensive interaction with all levels, from technical to executive. Much of my time is spent developing deployment and sales strategies around these large customers and our solutions. There is also a lot of work on financial forecasting related to the financial impacts that these very large, multi-year ELAs have on our Business Unit.

For all of the above work, there is considerable strategy and collaboration done with our worldwide organization to ensure a consistent approach across the enterprise.

GENERAL MANAGER, NORTH AMERICA

August 2017 – Present

Adeo Web – *eCommerce Solutions*

Adeo Web focuses on building, optimizing, and maintaining successful eCommerce websites for customers of any size. We offer the complete project team, from UX/UI to back-end development, all using an Agile methodology. Key technology focus is currently around Magento, Shopify, Shopgate, and Akeneo. My primary role is to drive the sales and growth of the US office while also responsible for the basic operational functions of a small organization.

OWNER

March 2015 – Present

Nova Advisors – *Business Coaching and Mentoring*

Executive Coach and Mentor for small to medium-sized organizations focusing mostly on business development and operational items. Key areas include:

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|------------------------|-------------------------|---------------------|
| * Business Development | * Sales Strategy | * Business Strategy |
| * Recruiting | * Compensation Modeling | * Marketing |
| * Operations | * Process/Procedure | |

OWNER / VP, PROFESSIONAL SERVICES

1998 – 2015

Alpine Consulting, Inc. – *IT and ecommerce consulting firm for Fortune 500 and mid-sized companies.*

It was critical, as a start-up, that Alpine immediately establish its business through client acquisition while rapidly developing several scalable practices for delivery.

Initial concentration was on business development plus the delivery of IT-specific services, while also developing delivery knowledge internally with the rest of the team.

- Recruited and trained all personnel in IT practices. Grew trained personnel from five to 42.
- Responsible for our IBM Channels relationship regarding anything services or technical sales focused.
- Led organization's certification requirements and related planning to ensure IBM remains the centerpiece of Alpine's business, as IBM offerings were 75% of revenue.
- As our IBM Channels subject matter expert, conducted technical sales support including selling/architecting the solution, coordination of resources, creation of project estimates, project planning as well as vendor/partner relationships when appropriate.
- Handled significant client and vendor contract negotiations, teaming with Alpine legal counsel to ensure quality is maintained and risk managed.
- Managed all Human Resource Compensation, Insurance provider relationships and Employee Benefit Administration.
- Successfully led the financial aspect of company operations, navigating multiple economic downturns while each time reinventing the organization, leading to growth from inception to \$8.3M annual revenue.

OWNER / CONSULTANT

1997 – 1998

Siok Information Services, Inc. – *Offered AS/400, Synon and architect-level consulting.*

As a new consulting company, it was critical to focus on customer acquisition, utilization, and necessary operational processes and procedures.

Immediately grew the business to achieve a billable utilization that was consistently over 90%.

- Productively engaged with the same customer for over five years which led to expansion of the account from one to five resources.
- Maintained a high degree of customer satisfaction across all customers over multiple years.
- Brought extensive book of business to Alpine in 1998.

DIRECTOR, ENTERPRISE SOLUTIONS

1996 – 1997

Intrepid Consulting, Inc. – *Pioneered consulting work in rapidly changing technology environment.***Like most new and growing companies, there was a strong need for staff development, professional services practices, and a scalable infrastructure.**

With an eye toward future acquisition and corporate growth, developed our existing staff, growing the teams, putting some practices in place, and setting up the necessary communications infrastructure for growth.

- Grew the Enterprise Solutions practice from inception to seven resources until the company was acquired in 1997 by a UK-based firm, Intelligent Environments.
- Designed and implemented training to migrate a nationwide staff of object-oriented developers from Smalltalk to Java using the IBM Visual Age toolset.

Additional Experience

OWNER / CONSULTANT – Siok Information Services, Inc.**INFORMATION ENGINEERING SPECIALIST** – Protégé Systems, Inc.**CASE SPECIALIST / CONSULTANT** – Technology Consulting Corporation**SENIOR CONSULTANT** – Synon Consulting, Inc.**SYSTEM OPERATOR / CONSULTANT** – American Autogard Corporation**COMPUTING ADVISOR / SPECIALIST** – Loyola University Medical Center

Education

BS – Computer Science – Rockford University (Magna Cum Laude)

Certifications

IBM Big Data Solution Sales Professional

IBM Information Management Solution Sales Professional

IBM Mentor

IBM Cloud Technical Sales Foundations

IBM Cloud & Cognitive Patterns

IBM Volunteers - Gold

IBM i2 Intelligence Sales Professional

IBM Rational IT Solution Sales Professional

IBM SaaS Essentials for Technical Sales

IBM Cloud Essentials 1

IBM Notes & Domino 10 Sales Advisor V1