
LEADERSHIP PROFESSIONAL

Strategic Planning/New Business Development/Team Development

Polished, successful, innovative, and profit-driven management professional with over 20 years of measurable achievements in advanced technologies. Visionary leader with a track record of superior performance in revenue productivity, customer relationship management and process/methodology development. Combine expert strategic planning with strong business management, negotiation, communication and leadership skills to contribute to company goals. Certified Technical Sales Engineer with Certified Project Management experience. Areas of expertise include:

- Financial Planning & Budgeting
 - Business/organizational Development
 - Technology & Systems Management
 - Productivity & Efficiency Improvement
 - Marketing & Business Development
 - Commercial; Gov/Ed; Public Sector
 - Competitive Positioning
 - Problem Resolution & Strategic Marketing
 - Networking Design Expert
 - Cost Reduction/Process Improvement
 - Project Management Professional
 - Contract Negotiations & Risk Management
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SELECTED ACCOMPLISHMENTS

- Leadership Role, developing new Regional Sales Team, exceeding quota in less than one year.
 - Managed \$40M Regional Territory for #1 Ranked Cisco Gold Network Integrator in Los Angeles.
 - Managed \$30M Regional Territory for #1 Ranked Cisco Gold Network Integrator in Arizona.
 - Managed \$9M Southwest Territory for #1 Ranked telecommunications firm in Arizona; Regional overlay position for nine branches throughout the nation, reporting directly to the Vice-President of Sales.
 - Directed sales instructors, training over 500 sales executives nationwide in skills covering: Qualifying Opportunities, Handling Objections, Negotiations, Presentation Skills and Prospecting.
 - Conceptualized, recruited and led a top-25 telecommunications firm in Arizona into a \$4.2M profitable sales and delivery operation. Implemented end-to-end connectivity solutions. Ranked 94% in customer service quality review reporting.
 - Instrumental in creating and managing an Intranet Development, Lotus Notes-based firm of eight consultants, implementing business-to-business and consumer-to-business eBusiness solutions.
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PROFESSIONAL EXPERIENCE

NEXUS IS, Inc. – Valencia, California

2010 – Present

Regional Sales Manager

Created a new team/territory for Nexus based on organic growth requirements. Nexus is a national Cisco Gold Partner with Masters Certification in both Unified Communications and Security

- Developed NEW sales team/territory for Northern LA, exceeding quota in less than one year.
- Developed company-wide new Account Manager On-Boarding Process, including sales management coaching mechanism and tools for sales retention and faster time-to-ramp metrics.
- Heavily invested in team-member success – sales coaching/mentoring, feedback/close-loop development, best-practice vertical engagement and “running with the team” engaged in customer calls, meetings and strategy.
- Created and developed largest multi-site video infrastructure deployment at LA County, ensuring Nexus as a trusted partner and “go-to” partner for video in this account.

NIC Partners, Inc. – Rancho Cucamonga, California

2009 – 2010

Regional Sales Manager, Marketing & Sales Engineering

Led a \$40M sales and engineering team, focusing on strategic and tactical vision, business development and PPDIOO-based project implementation. As a Cisco Gold Network Integrator the firm specialized in network integration, structured cabling, audio-visual, microwave wireless technologies and physical security (CCTV & Access Control).

- Led \$40M in annual revenue; \$1M in annual profitability (net income).
- Recruited and developed sales team members, utilized Microsoft CRM, and cultivated a sales, technical engineering/design team, along with dedicated marketing resources.
- Heavily partnered with Cisco, AMP, HP, IBM, Redline Communications, Ceragon, APC, and other technology vendors.
- Implemented PMI-Based Project Management solutions, including job costing, budget/estimating development, contract risk assessment, and full-cycle project management.

NETWORK INFRASTRUCTURE CORP. (NIC) – Phoenix, Arizona

2008 – 2009

Director of Sales, Marketing & Sales Engineering

Led a \$30M sales and engineering team, focusing on strategic and tactical vision, business development and PPDIOO-based project implementation. As a Cisco Gold Network Integrator (one of five in Arizona), the firm specialized in network integration, structured cabling, audio-visual, microwave wireless technologies and physical security (CCTV & Access Control).

- Led \$30M in annual revenue; \$1M in annual profitability (net income).
- Recruited and developed sales team members, utilized Microsoft CRM, and cultivated a sales, technical engineering/design team, along with dedicated marketing resources.
- Heavily partnered with Cisco, AMP, HP, IBM, Redline Communications, Ceragon, APC, and other technology vendors.
- Implemented PMI-Based Project Management solutions, including job costing, budget/estimating development, contract risk assessment, and full-cycle project management.

EXTREME INTEGRATION – Phoenix, Arizona

2006 – 2008

Vice President of Sales

Led all sales efforts for a Cisco Premier Network Integration Firm in Phoenix, Arizona. As a voice and wireless specialized partner, our solutions revolved around IP-Telephony, Switching/Routing, Voice applications and Wi-Fi voice implementations. Responsibilities/achievements included:

- Led \$11M in annual revenue; showing a 30% grow from 2006 to 2007.
- Recruited and developed sales team members, utilized Microsoft CRM, and cultivated an inside and outside sales organization.
- Led team to be the # 1 Vocera IP Communications Network Reseller in 2007.
- Heavily partnered with Cisco, Vocera, Meru, AMP, HP, IBM, and other technology vendors.
- Developed and implemented successful outside marketing campaigns including direct-mail, email and telephony business development.

NETWORK INFRASTRUCTURE CORP. (NIC) – Phoenix, Arizona

2004 – 2006

Vice President/General Manager

Led a record-producing branch; focusing on strategic and tactical vision, business development and PMI-based project implementation. As a Cisco Gold Network Integrator (one of five in Arizona), the Arizona Branch of NIC specialized in network integration, structured cabling, audio-visual, microwave wireless technologies and physical security (CCTV & Access Control).

- Led \$14M in annual revenue; \$1M in annual profitability (net income).
- Recruited and developed sales team members, utilized Salesforce.com CRM, and cultivated an inside and outside sales organization.
- Heavily partnered with Cisco, AMP, HP, IBM, Redline Communications, Ceragon, APC, and other technology vendors.
- Implemented PMI-Based Project Management solutions, including job costing, budget/estimating development, contract risk assessment, and full-cycle project management.

INTER-TEL TECHNOLOGIES – Phoenix, Arizona

2002 – 2004

Regional Director of Sales

Managed flagship branch (Phoenix and Tucson offices) of this telecommunications leader, rated by local business journals as #1 telecommunications resellers in Arizona. With 16 direct reports including account executives, inside sales, sales engineering and sales management, delivered branch of the year awards to this cash-flow positive, publicly-traded company.

- Led \$9M in annual revenue.
- Recruited and developed sales team members, including strategic/consultative sales training and approach. Sales funnel management, forecasting, and activity-management surrounded a busy, traditional sales-environment.
- Heavily partnered with XO Communications, Qwest, Cisco, and Inter-Tel manufactured telecom equipment, the team focused on managed services and total solution selling.
- As Regional Director (one of six, nationwide), provided overlay sales management to eight branches throughout mid-western and eastern United States. Lateral report to the Vice-President of Sales for Inter-Tel Technologies.

AXIOM TRAINING GROUP (Previously Burton Training) – Atlanta, Georgia

2000 – 2002

Director of Program Delivery –Worked from Phoenix, AZ

Led national telecommunications sales training company; focused on creating a logical, repeatable sales process by coordinated consulting effort with clients. Instructor-led workshops, web-based training modules, one-on-one consulting, management workshops and hiring/recruiting workshops encompassed the client-customized sales process solution that Burton Training Group has sold successfully and profitably for over eleven years. Recognized as an industry leader in telecommunications sales training, the firm expanded to \$2.5M in revenues in 2001.

- Led team of eight direct reporting senior instructors/consultants in providing over 800 weeks training/year.
- Clients included multi-billion dollar revenue companies, including: Nortel, XO Communications, Inter-Tel, Bell South, Sprint, and AT&T.
- Developed training curriculum, train-the-trainer events, seminar coordination, hiring/recruiting,

CONVERGENT COMMUNICATIONS – Phoenix, Arizona Branch General Manager	1999 – 2000
NORSTAN CONSULTING – Scottsdale, Arizona Branch Partner/General Manager	1999
AMERICAN EXPRESS – Phoenix, Arizona Director, Worldwide Investment Tracking Implementation	1998-1999
OPTIMAL INTEGRATED SOLUTIONS – San Diego, California Vice President of Development	1990-1998

EDUCATIONAL ACHIEVEMENTS

Bachelor of Arts, Biology/Computer Science

University of Missouri – Kansas City

- Completed majority of work from 1983 – 1989
- Major in biological sciences; Minor in computer sciences

School of Medicine

University of Missouri – Kansas City

- Six-year combined undergraduate/graduate program
- Completed over 200 school hours of medical oriented classes

PROFESSIONAL ACHIEVEMENTS

- Cisco Certified Network Associate (**CCNA**)
- Cisco Certified Design Associate (**CCDA**)
- Cisco Sales Expert V4 (**CSE**)
- Project Management Institute – Project Management Professional (**PMP**)
- Cisco CQP – IP Advanced Unified Communications Specialist
- Cisco CQP – Lifecycle Services Specialist
- Cisco CQP – Advanced Routing & Switching Specialist
- Cisco CQP – Advanced Wireless LAN Specialist
- Cisco CQP – Advanced Security Specialist
- Management-In-Action Program (MAIP)
- Consultative Sales Training – Sales Alternatives, San Diego
- Burton Sales Training – Irvine
- Burton Sales Management Training – Denver