

## Professional Profile

**Technical Sales Manager** with a strong sales/marketing background combined with solid technical expertise. Experienced in both direct and indirect sales. Highly-successful in channel development with fast-growing technology firms, with a record of meeting and exceeding sales goals. Skilled in creating and delivering sales training programs. Limber and adaptable to changing market environment. Experience includes:

- Software Solutions Sales Management
- Channel Development & Indirect Sales
- Business Development
- Account Development
- Territory Management
- Sales Prospecting Strategies
- Sales Presentations
- Product Positioning/Pricing
- Marketing Plans
- Competitive Analysis
- Sales Training Programs
- Vendor Management
- Project Management
- Technical Support

## Professional Experience

**eDocs, Inc.**, Nashua, New Hampshire

1/2004-7/2006

*A global software company providing document capture and distribution solutions*

### Regional Sales Manager

- Managed channel sales and development of eDoc's software solutions in a five-state territory. Worked with customers of all sizes and verticals.
- Researched competitive products and developed competitive analyses.
- Developed marketing plans and promotions for a five-state region.
- Created sales and marketing collateral materials.
- Assisted channel sales team in developing proposals for eDoc products.
- Analyzed customer's business processes for efficiency, and recommended ways to improve and streamline operations.
- Assisted customers in compliance with government regulations, such as HIPAA, Sarbanes Oxley, and the Gramm Leach Bliley Act.

### Selected Accomplishments

- Increased revenue for the five-state territory from 5% of quota to 122% of quota after joining the company.
- Developed business in a new market – the energy sector – delivering approximately \$500 K in new revenues.
- Created the company's first training and certification program in the region for eDoc's largest channel (Ikon), and presented training to 500 Ikon sales reps at 24 offices in five states.
- Worked closely with Ikon management, successfully winning their endorsement, despite the competition – which included Ikon's own branded product. Result: Most Ikon offices proposed eDoc product when appropriate for their customers.
- Built successful relationships with three independent software vendors, who built connectors between eDoc products and their product.
- Developed a solution with a software product that was published as a case study in three publications.

*Continued...*

**eOne Imaging Solutions**, Houston, Texas

5/2001-12/2003

*Provides document conversion services and document management system implementation*

**Business Development Manager (Promotion)**, 5/2002-12/2003

**Outside Sales Representative**, 5/2001-5/2002

- Managed a sales force of five in the sale of document conversion, imaging, and management systems to customers in three cities.
- Supervised all phases of the sales cycle – from proposal development, presentation, closing, project implementation, and follow up.
- Instrumental in company start-up, building sales in the Houston territory from the ground floor level.
- Managed a sales and marketing budget of \$400 K, including expense reports.
- Designed marketing collateral materials and developed a business plan to increase sales.
- Top Sales Rep in 2002, achieving 117% of plan.
- Led sales team of five in exceeding their annual quota, achieving 104% of plan in 2003.
- Developed technical training on hardware and software for employees and clients.
- Designed and developed proposals for customers in the construction, real estate, and insurance sectors.

**Rapidigm**, Houston, Texas

1/2000-5/2001

*Technical solutions consulting; winner of SAP Partner Award of Excellence*

**SAP Data Warehousing Consultant / Business Development Manager**, 11/2000-5/2001

- Created Infocubes – central data containers that form the basis of reports and analyses, and InfoObjects – business evaluation objects for SAP applications.
- Led focus groups and delivered presentations and bids to clients with budgets of over \$2 M.
- Created queries to match the sales reports from previous data warehousing system.

**Marketing Communications Manager**, 1/2000-1/2001

- Generated a 20% increase in sales leads by creating and delivering presentations to sales force about the benefits of SAP solutions.
- Instrumental in increasing SAP practice revenues by 27% in 2000.
- Wrote and designed marketing materials, including proposals, statement of qualifications, and web site content.
- Developed and implemented policies and procedures, including a professional development plan and an expense policy for executives and consultants.

**EARLY CAREER (Concurrent with Education)**

**Account Executive**, Falcon Imaging, 8/1998-12/1999

**Inside Sales Representative**, Sheshunoff Information Services, 7/1997-5/1998

## ***Education & Professional Development***

**Bachelor of Arts Degree, UNIVERSITY OF TEXAS AT AUSTIN**, 12/1999

**Courses & Certification:** Certified SAP Business Warehouse, SAP Human Resources, Certified Document Imaging Architect (CDIA+), eCopy Product Training, Crossing the Chasm sales course, and Documentum AX 5 training.

**Technical Skills:** Expert in Microsoft Office Suite, MS Project, MS-Access, SQL Server, MS Visio and Adobe PageMaker. Experienced in Lotus Notes and Adobe Photoshop.

**Public Speaking:** Presented lectures and continuing education speeches to trade organizations.

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