

## Global B2B Sales Executive | Technology Solutions | Mid-Market to Fortune 500 Clients

### Powering 2x-3x Sales Growth 📈 Revitalizing Stagnant Sales Organizations

Revenue-driver who has **doubled** technology sales and **tripled** managed services income. Unique blend of sales and operations management experience. Extensive contacts with SMB, mid-market, and Fortune 500 customers.

- Spiked managed service revenue **229%** in one year and departmental revenue **116%** in two years.
- Grew client base from **SMB into mid-market** segment, capturing higher-value opportunities.
- Instilled leadership discipline into a directionless sales team – **transforming culture** and **dismantling silos** between sales and service.
- Built C-suite relationships with multi-industry clients.

Total Solution Sales  
Business Development  
Budget and P&L Management  
Strategic Market Positioning  
Partnership Development  
Pricing Strategy and Model  
Key Client Retention  
Contract Negotiation

## PROFESSIONAL EXPERIENCE

**TLC TECHNOLOGY SOLUTIONS**—Troy, Michigan | Privately held technology firm providing IT equipment and support services.

### Director, IT Sales (2022-Present)

Tapped to stabilize an underperforming sales organization. Steer global sales, marketing, account management, and business development in seven countries. Shepherd a B2B technical sales team. Manage budget and P&L.

**Big Picture Impact:** Revived a stalled sales organization that lacked direction and leadership – rebuilding it into the highest revenue-producing group. Expanded target client from SMB to mid-market.

#### Strategic Actions

- Recruited and developed a sales team of 17, instilling a culture of accountability.
- Aligned sales and service functions – previously at odds – to meet demands of larger clientele.

#### Results

- Surged departmental revenue **116%** in two years through expansion into untapped verticals.
- Increased bookings **60%** after rebuilding client relationships and mentoring underperforming reps.

**Big Picture Impact:** Launched the company's first managed services program. Formulated a pricing model and created a tool that accurately calculated monthly managed services charges.

#### Strategic Actions

- Led seamless transition from project-based to managed services with repeatable, scalable sales processes.

#### Results

- Generated **\$9.5M** ARR within 12 months by transitioning to managed services.
- Increased managed service revenue **229%** within first 12 months.

## EXPERIENCE, CONTINUED

**WILSON USA**—Rochester, Michigan | Privately held information technology consultant, VAR, and managed service provider (MSP).

### Sales Executive and Technology Consultant (2014-2022, sold company)

Established a technical consultancy serving mid-market to Fortune 500 clients in automotive, aerospace, manufacturing, engineering, and healthcare. Provided solution design, deployment, and support. Managed a team of four technical engineers in global projects for clients in 10 countries.

**Big Picture Impact:** Built a business that was profitable for eight years, culminating in an above-value sale.

- Closed **\$9M** in new business with Fortune 500 clients in 2021.
- Forged alliances with key technology partners that included CISCO, Avaya, Dell, IBM, Microsoft, and Lenovo.

**MALONA SYSTEMS**—Boston, Massachusetts | Voice/data systems integrator serving SMB to Fortune 500, government, and education.

### Vice President—Sales, Service, and Delivery (2012-2014)

Directed B2B sales for commercial accounts. Full P&L accountability for sales, service, and support for clients in eight countries. Guided a team of 20. Managed a budget of \$6M. Led corporate strategy and direction. Developed sales, marketing, business development, and pricing strategies. Designed accurate forecasting methodologies.

**Big Picture Impact:** Created the company's *first* inside sales team. Designed a 90-day onboarding and training program. Led the company to **record-breaking sales** for two consecutive years.

- Managed a team that delivered **135% of quota**; personally making **245% of quota** in one year.
- Landed a **\$2.5M** contact center project.

**ALC TECHNOLOGY, INC.**—St. Louis, Missouri (HQ) | Value added reseller for IT and supply chain management solutions.

### Client Executive (2009-2012)

Managed Fortune 500 accounts with an automotive focus. Solutions included Cisco infrastructure, large-scale software licensing, and storage technology.

- Increased territory revenue **14%** as leader of a commercial new business development team.
- Sold a **\$7M** Cisco equipment project for all of an OEM's North American facilities.
- Won a long-term, **\$5M** lifecycle management contract with an automotive OEM.
- **Award:** *Leading Client Executive-Commercial New Business Development.*

## EARLY CAREER

**Regional Sales Manager** | LDI Corporation—New York, New York  
**Product Manager, Midrange Solutions** | Metro Technology Corporation—New York, New York

## EDUCATION

**Bachelor of Science in Business Administration**  
 Michigan State University | Lansing, Michigan

## MEMBERSHIPS & PUBLIC SPEAKING

**Board Member** – Sales Management Association (SMA), 2020-Present  
**Member** – The National Association of Sales Professionals (NASP), 2018-Present  
**Guest Speaker** – The National Association of Sales Professionals (NASP) Annual Conference, 2024

## Project Strategy

### Background

Roger had a long career in B2B technical sales that included a stint as an entrepreneur. He sold this business at a profit in 2022 and was hired for a Director of Solutions Sales role. Here, he doubled overall sales, built the company's first managed services program, then tripled managed services sales!

### Design Strategy

I used a classic style for Roger's resume, employing dark red formatting elements and simple gray shading. There are no text boxes in this resume. The borders and shading tool achieved the same look while maintaining ATS compatibility. To highlight key metrics, I used dark red text sparingly.

To make the resume easy to skim, I followed best practices for tight writing, paragraph length (under 3 lines), and bullet length (under two lines).

### Experience

After describing Roger's challenge and role, I focused on accomplishments.

I divided his current role into Big Picture Impact, followed by Strategic Actions, and Results/Metrics. I used the border/shading tool to create the look of a text box and bring attention to his two primary impact statements. Below each of these are the related actions and results. I used a similar structure in his previous roles.

For his entrepreneurial role, I kept the focus on the sales and sales management accomplishments and omitted the routine tasks of managing a business.