

SALES EXECUTIVE | VP/DIRECTOR OF SALES | ACCOUNT MANAGEMENT

Technology Sales Leader Who Drives Revenue Growth & Scales Organizations.

Accomplished Sales Executive who scales technology organizations, leads high-performance teams, and delivers exceptional shareholder value. Expertise in cybersecurity, managed services, and enterprise technology solutions.

CORE COMPETENCIES & EXPERTISE

Strategic Leadership | Revenue Growth & Optimization | Team Development | Enterprise Sales | Cybersecurity Solutions | Channel Partner Management | Customer Success & Retention | Market Expansion | C-Suite Relationship Building | Sales Process Optimization | Contract Negotiation | Territory Management | Technology Evangelism | Account Management | Business Development | Consultative Selling | Sales Training & Mentoring | Performance Management

SELECT HIGHLIGHTS

- ➔ **\$3.2M Monthly Revenue:** Managed monthly recurring revenue of 500+ client accounts.
- ➔ **9.7% ARR Growth:** Delivered annual recurring revenue growth through strategic upsell/cross-sell.
- ➔ **8% Churn Reduction:** Decreased regional churn through targeted client engagement strategies.
- ➔ **\$1M Annual Sales:** Achieved consistent sales performance while exceeding monthly quotas.
- ➔ **15% Business Growth:** Expanded market share through new client acquisition.
- ➔ **\$3M Vehicle Sales:** Generated yearly automotive sales with 30% customer base expansion.
- ➔ **7-Person Team Leadership:** Directed high-performing account management teams.
- ➔ **Multi-Year GM Awards:** General Motors Mark of Excellence Award Winner.

PROFESSIONAL EXPERIENCE

VP ACCOUNT MANAGEMENT | Large MSP | IRVINE, CA | 2023 – 2025

- **7 Account Managers:** Directed high-performing team, drove culture of excellence for Western US.
- **500+ Client Portfolio:** Oversaw diverse accounts, maintaining \$3.2 million monthly recurring revenue.
- **9.7% ARR Growth:** Delivered annual recurring revenue increase through strategic upsell/cross-sell.
- **8% Churn Reduction:** Implemented engagement strategies, reducing regional churn.
- **C-Suite Presentations:** Presented technology roadmaps during executive business reviews.
- **Contract Negotiations:** Negotiated MSP renewals, major project upsells, and ETLs.
- **Process Development:** Built "Client Journey" playbook and provided employee training.

SALES DIRECTOR | mid size MSP., LAKE FOREST, CA | 2012 – 2023

- **\$1M Annual Sales:** Exceeded company profitability by surpassing monthly quotas.
- **200+ Client Relations:** Established and maintained relationships, preserving sales base.
- **15% Business Growth:** Executed sales activities, increasing new business acquisition.
- **Technology Consulting:** Determined client technology, network, and telephony requirements.
- **ROI Infrastructure Solutions:** Presented IT upgrades improving client productivity.
- **Vendor Partnerships:** Cultivated relationships with Aruba, Datto, Dell, HPE, Microsoft, SentinelOne, SonicWall, and others.

- **\$3M Yearly Sales:** Generated vehicle sales, earned General Motors recognition.
- **30% Customer Growth:** Developed customer base through prospecting and trade shows.
- **Vocational Consulting:** Recommended specialized vehicles for customer applications.
- **Fleet Optimization:** Analyzed performance, minimizing fuel/maintenance costs, and improved ROI.
- **300+ Vehicle Accounts:** Managed sales to large national fleet accounts.

PROFESSIONAL DEVELOPMENT

CYBER AB CMMC CERTIFIED REGISTERED PRACTITIONER.

CONNECTWISE CYBERSECURITY SALES CERTIFICATION.

HPE ENTERPRISE SALES CERTIFICATION.

SCALE COMPUTING SALES CERTIFICATION.

PROFESSIONAL AFFILIATIONS & COMMUNITY LEADERSHIP

EAGLE SCOUT: DEMONSTRATED EARLY LEADERSHIP AND COMMITMENT TO EXCELLENCE.

COMMUNITY LEADERSHIP: UNIT COMMISSIONER, BOY SCOUTS OF AMERICA, ORANGE COUNTY COUNCIL.

PROFESSIONAL NETWORK: VENDOR LIAISON, ORANGE COUNTY MEDICAL GROUP MANAGEMENT ASSOCIATION.

TECHNICAL ACUMEN

MICROSOFT OFFICE SUITE (EXCEL, POWERPOINT, WORD) | **CONNECTWISE PSA** (CRM)
CONNECTWISE CPQ (QUOTING TOOL) | **SALESFORCE** | **IT GLUE** | **MYITPROCESS** | **TRUMETHODS**
NETWORKING | **SERVER INFRASTRUCTURE** | **CLOUD COMPUTING** | **BCDR** | **UCAAS**
SAAS | **CYBERSECURITY** | **SECURITY** | **TELECOM** | **COMPLIANCE**