

STRATEGIC EVANGELIST EMPOWERING BUSINESS TRANSFORMATION

\$150m+ Revenue generated for Dell during strategic partnering engagement pioneering assessment led selling programs.
70% YoY growth For Dell Cloud Management revenue – Strategically led and tactically executed roll out of Dell VOA.

Relationship-Builder Displacing Competition and Capturing Mindshare

Delivering business value through out-of-the-box strategic thinking and inspired coalition creation. Intent on finding win-win solutions and value propositions to fuel growth.

Strategic Discussions – Engaging Presenter – Complex Solutions – Cloud Technologies
Partner Relationships – Visionary Evangelism – Client Relationships – Cross Functional
Go-To-Market Programs – Analytics – Targeted Alignment – Business Growth Strategies

RECENT ROLE HIGHLIGHTS

VMware: Multiple roles and over the last 11 years. Accomplished large venue speaker, valued partnership executive, and most recently senior strategic advisor to top clients owning c-level engagement.

- Delivering better than 150% attainment against quota 9 of 11 years, recognized as a consistent top performer.
- \$150m+ revenue generated with Dell strategic partnership
- VMworld Session Speaker 5 years in a row, 8 sessions
- Recent experience with multiple large financial institutions at the C-level helping direct digital transformation strategy.

VMware Corp Overview (2022):

My winning submission to the company elevator pitch contest.
<https://youtu.be/MQhxassQ1bc>

VMware Elevator Pitch (2015):

My submission to the company elevator pitch contest.
<https://youtu.be/700jCChL8f4>

PROFESSIONAL HISTORY

VMware, Palo Alto, CA. & Austin, TX. – 2012 – Present

SENIOR ADVISORY STRATEGIST, STRATEGIC PURSUITS PRACTICE

SENIOR CLOUD MANAGEMENT SALES SPECIALIST – SENIOR ACCOUNT SOLUTIONS ENGINEER

159% of plan – 173% of plan – 216% of plan in 2016H2

Business Value – Strategy Definition – Revenue & Pipeline Growth – Channel & Account Strategy
ROI Models – Transformational Proposals – Competitive Intelligence – Field Alignment

I work with our most strategic clients to drive transformational strategies and create multiplicative business value. As an advisory strategist, I've partnered with our top account teams and their clients on executive relations, world-class proposals, business cases and ROI models, and aligning to a clients desired outcomes. In earlier roles as a sales specialist, I built sales and delivery practice strategies with senior business partner leaders to grow SDDC technology sales and delivery. Empowering partner ecosystem to invest in the business, sales, and technical processes and capabilities that lead to integrated cloud transformation and Software Defined Data Center storytelling for their customers.

PROFESSIONAL HISTORY CONTINUED

ClearCube Technology, Austin, TX. 2011 – 2012

PRODUCT MARKETING MANAGER – MARKET ANALYSIS AND PRODUCT DEVELOPMENT

35% YoY Growth of Client LOB – 10% YoY Growth of Blade LOB – 3 Products Launched in 2011

Market Analysis – Strategic Partnerships – Market Requirements Research – Vendor and Contract Manufacturing Management – Phased Review Process – Press Releases

Responsible for strategic product roadmap planning and execution throughout the client device and blade server product lifecycle, including: gathering and prioritizing customer product requirements, defining product vision and associated corporate strategy, working closely with engineering, sales, quality, and C-level executives to ensure revenue and satisfaction goals met.

NextI/O, Austin, TX. 2008 – 2011

TECHNICAL MARKETING MANAGER – CUSTOMER ENGAGEMENTS, TRADE SHOWS, ANALYST BRIEFINGS

36 Trade Shows in 2010 – 4 World First Product Demonstrations

Multiple Industry First Technology Demonstrations – Channel & Investor Strategy – Analyst Interviews
Strategic Investor Demonstrations – Sales Enablement

Architected and deployed proof of concepts and demonstration systems using NextI/O Virtualization products in support of all pre-sales activities. Identified engineering requirements and feature enhancements; built many industry first demonstrations and product installations. Designed systems and use cases for pre-sales, trade shows, and analyst and investor presentations.

Surgient, Austin, TX. 2006 – 2008

VIRTUALIZATION LEAD AND SENIOR SOFTWARE SUPPORT ENGINEER – VMWARE ADMINISTRATION

100% Compliance to Uptime SLA – 98% First Time Resolve Metric

Process Automation – On Call Service Support – Account Relationship Management – Software Debug
Complex Multi-Discipline Troubleshooting – Solution Enablement

Provided expert level support of Surgient's complex virtualization management and automation software platforms. Delighted customers and account teams daily with impeccable support and account relationship management for an extremely complex and cross discipline virtualization software product utilizing my expertise with VMware, HyperV and Xen virtualization platforms.

Dell Inc, Austin, TX. – 2001 – 2006

ESG SOLUTION ENGINEER – SUPPORT ENGINEER – ENABLEMENT DEVELOPMENT

IT FACTORY SUPPORT – SYSTEMS CONSULTANT

100+% Quota Attainment – 94% First Time Resolve Metric

On Call Service Support – Account Relationship Management – Multi-Discipline Troubleshooting
Solution Enablement – Customer Product Demonstration

EDUCATIONAL BACKGROUND

University of Central Florida, Orlando, FL. 1997 – 2000

BACHELOR OF ART STUDIO PROGRAM, GRAPHIC DESIGN AND COMPUTER ANIMATION

Valencia Community College, Orlando, FL. 1995 – 1997 – ASSOCIATE OF ARTS