

STRATEGIC ADVISOR EMPOWERING BUSINESS TRANSFORMATION

\$150m+ revenue generated for one partnership by pioneering and scaling assessment-led selling program.
70% YoY growth For Cloud Management revenue – Strategically led and tactically executed rollout of VOA Campaign.

Relationship-Builder Displacing Competition, Capturing Mindshare, and Scaling Winning Teams

Delivering business value through out of the box strategies and inspired coalition creation.

Intent on finding win-win solutions and value propositions to fuel client growth.

Business advisor with 20+ years of experience helping enterprise leaders make informed decisions about technology transformations like cloud adoption and infrastructure consolidation to realize business value. Combining deep technical expertise with financial rigor and executive acumen to help C-level teams achieve transformational outcomes. Track record of designing and scaling enterprise programs, coaching thousands of professionals, and delivering quantifiable business impact across Fortune 500 organizations.

RECENT KEY ACHIEVEMENTS

- ◉ **\$90M+ in 5yr value** through infrastructure consolidation and operational optimization for a large healthcare provider. Transformed price objection into strategic priority and a win.
- ◉ **40% operating expense reduction** for Fortune 100 financial institution to through IT process automation and labor productivity
- ◉ Developed **\$15M 3yr labor productivity** model for financial services firm by adopting center of excellence and cloud operating model.
- ◉ **Five on time product releases** of ROI modeling tools enabling enterprise sales teams to calculate business value of VCF solutions
- ◉ Established ROI tooling adoption across global sales organization of **3,000+ sellers** as standard framework for business case development
- ◉ Coached thousands of enterprise sales teams on business priority alignment, financial modeling, and **value articulation at C-level**
- ◉ Principal financial influencer to C-level execs at major enterprises across financial services, healthcare, logistics, and software industries on **transformation decisions >\$5M**.
- ◉ Created training content and **enablement frameworks** improving sales teams capabilities to engage CFOs and business leaders on transformation strategy

CORE COMPETENCIES

Strategic Advisory & Transformation

Business Value Realization – Strategy Definition
Business Priority Alignment – Organizational Readiness Assessment Value Realization
Planning – Transformation Roadmap Development
– Executive Engagement – C-Suite Advisory

Financial Modeling & Business Case Development

ROI Modeling – Business Case Justification
Financial Impact Analysis – Multi-Year Financial Modeling – Capital Planning Operating Expense Optimization – Cost Benefit Analysis
Investment Decision Support

Enterprise Technology Strategy

Cloud Transformation – Infrastructure Consolidation – Cloud Repatriation – AI Adoption Strategy
Digital Transformation – Technology Rationalization – Vendor Evaluation – Solution Architecture

Sales Leadership & Enablement

Sales Program Design – Go-To-Market Strategy
Sales Methodology Development – Enterprise Sales Coaching – Channel Enablement – Training & Coaching Development – Sales Organization Development – Metrics & Analytics

Industry Experience

Financial Services – Logistics & Operations
Enterprise Software – Healthcare – Regulatory Compliance Strategy – Consolidation & Integration
Competitive Positioning – Industry Value Drivers

PROFESSIONAL HISTORY

Broadcom, 2023 – 2025

VALUE AND ROI TOOLING LEAD, VCF DIVISION
ADVISORY ACCOUNT DIRECTOR

Business Value – Strategy Definition
Revenue & Pipeline Growth – Channel &
Account Strategy – ROI Models
Transformational Proposals

5 Product Releases in 2025 – \$2B+ Revenue Impacted

Leading the design, development, and operations of value and ROI tooling for the VCF division, serving as bridge between product strategy, financial modeling, and enterprise sales execution. Drive adoption and usage across 3,000+ global enterprise sellers while serving as principal financial advisor to C-level executives on multi-million dollar transformation decisions.

VMware, 2012 – 2023

ADVISORY ACCOUNT DIRECTOR
SENIOR ADVISORY STRATEGIST
SENIOR SPECIALIST ACCOUNT DIRECTOR

Business Value
Strategy Definition
Revenue & Pipeline Growth
Channel & Account Strategy
Detailed ROI Models
C-Level Transformational Proposals
Competitive Intelligence
Field Alignment

159% of plan – 173% of plan – 216% of plan – 126% of plan Consistent Top Performer Drive by Results

Strategic advisor to Fortune 500 enterprises on cloud transformation, infrastructure consolidation, and business value realization. Combined deep technical expertise with financial rigor to help C-level teams make informed decisions about major technology investments. Consistently exceeding quota (159%, 173%, 216% of plan) across 11yr tenure as top performer.

- ⦿ **\$250M+ Deal** with large healthcare provider. Designed transformation strategy to save \$1.4B 5-year cloud spend.
- ⦿ **\$90M+ in 5yr value** through infrastructure consolidation and operational optimization for large healthcare provider; transformed price objection into strategic priority
- ⦿ **40% operating expense reduction** for Fortune 100 financial

ClearCube Technology, 2011 – 2012

PRODUCT MARKETING MANAGER

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

3 Product Launches in 2011 35% YoY Growth of Client LOB

Responsible for strategic product roadmap planning and execution. Managed the client device and blade server product lifecycles, including: gathering and prioritizing customer product requirements, defining product vision and associated corporate strategy, working closely with engineering, sales, quality, and C-level executives.

NextI/O, Austin, TX. 2008 – 2011

TECHNICAL MARKETING MANAGER
FIELD APPLICATION ENGINEER

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

36 Trade Shows in 2010 – 4 World First Product Demos

Designed and delivered many proof of concepts and demo systems using NextI/O Virtualization products in support of all pre-sales activities. Identified engineering requirements and feature enhancements. Investor and analyst interviews.

Surgient, Austin, TX. 2006 – 2008 – 100% Uptime SLA – 98% First Time Resolve Metric

VIRTUALIZATION LEAD AND SENIOR APPLICATION SUPPORT ENGINEER

Dell Inc, Austin, TX. – 2001 – 2006 – 100+% Quota Attainment – 96% Production Uptime Compliance

ESG SOLUTION CONSULTANT – SUPPORT ENGINEER – ENABLEMENT DEVELOPMENT—IT FACTORY SUPPORT

EDUCATION 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