

# Client Name

## Technical Sales Director Profile

**Diligent and service-oriented professional with demonstrated success in developing and executing sales plans, forecasting technical sales accurately, and exceeding revenue goals while maintaining high levels of customer satisfaction.**

Strong understanding of technology trends and their impact on business, enabling them to design and present technical solutions that meet customer needs and drive sales. Recognized for managing sales teams and collaborating with cross-functional departments to build and implement effective go-to-market strategies that deliver results. Adept at articulating complex technical concepts to both technical and non-technical audiences and developing technical sales collateral, such as proposals and presentations, to support sales teams. Adept at driving revenue growth and profitability for technology companies with unique combination of technical expertise to identify and pursue new business opportunities while developing strong relationships with customers and partners.

### Core Competencies

- New Business Development
- Sales Leadership/Training
- Process Improvement
- Revenue Growth
- Strategic Planning
- Project Management
- Solution Selling
- Territory Management
- Technical Sales Support

### Career Experience

#### Converge Technology Solutions / Accudata Systems, Dallas, Fort Worth, TX

Regional Sales Director

2020 – Present

Lead overall sales strategy and initiatives for the multimillion-dollar North Texas market and oversee team of six account managers. Establish region goals/quotas, align business practices to drive success, and enable team members to achieve objectives. Report region results directly to executive leadership team to provide insights on sales performance, challenges, and opportunities. Identify inefficiencies in key business and sales processes and develop strategies for improvement to streamline operations and increase productivity. Liaise with South Texas sales directors to devise and implement cohesive and effective company-wide sales strategy. Coach account managers on technical sales training techniques along with helping to develop strong skills in opportunity development and deal closure. Share best practices for sales success with team to provide guidance and support to help team members maximize potential.

- Enhanced regional sales initiatives by developing new prospecting strategies, recapturing lost customers, and uncovering new opportunities, resulting in increasing 18% net new customers during first half of 2021.
- Optimized profit and sales by directing overall account manager improvement strategy.
- Achieved 112% increase in 90-day rolling pipeline and coached team to achieve average close rate of 52%, up from 38%.
- Coached sales team on new product offerings during company's acquisition by Converge.
- Spearheaded team in maintaining profitability, increasing revenue, and advancing account dominance with the enhanced product portfolio.

#### Accudata Systems, Dallas, Fort Worth, TX

Practice Director

2013 – 2020

2017 – 2020

Devised and implemented sales strategies and initiatives to drive multimillion-dollar sales outcomes for Accudata system's network and collaboration practices, using insight and collaboration to advance the practices. Increased technical capacities of both practices by onboarding new strategic partnerships and providing advanced training for technical teams. Functioned as lead solution architect for enterprise customers and large/complex opportunities.

- Coordinated with counterparts in Cloud, Data Center, and Cybersecurity to ideate and develop novel cross-practice solutions to introduce to the market.
- Spearheaded development of solution architect support team to streamline workflows and enhance utilization of resources, resulting in cost reduction and long-term scalability.
- Achieved 20%+ annual growth rate in network practice through successful implementation of innovative sales strategies and initiatives.

Network Solution Architect | Network and Collaboration Consultant

2013 – 2017

Advised and supported multiple account executives in North Texas as a technical expert, playing a crucial role in the business development team. Provided pre- and post-sales support to account executives in handling large and complex network and collaboration sales opportunities. Utilized expertise in multi-tier systems to design potential solutions that align with customers' business needs and objectives. Conducted feasibility analyses to ensure that the proposed solutions were practical, cost-effective, and met customers' requirements.

- Drove growth of North Texas territory by over 400% in three years alongside the rest of the team.
- Earned recognition as Solution Architect of the Year in 2016 and 2017 due to demonstrating exceptional technical expertise, business development capacity, and contributions to sales activities.

---

---

## Additional Experience

---

---

**Network Engineer/Senior Network Engineer** | WorleyParsons, Dallas, Fort Worth, TX

**IT Team Lead** | WorleyParsons, Parsons Iraq Joint Venture, Iraq

**IT Network Technician** | Parson, Iraq

---

---

## Education & Professional Training

---

---

ECSE Wireless Design Training, Ekahau

Sandler Sales Methodology, Accudata Systems

CCNA & CCNP Training, Global Net Training

ASA Specialist Training, NetCom Learning

Project Management 100, 200, 300, Perot Systems

---

---

## Licenses & Certifications

---

---

ECSE Design Certification, Ekahau

ACSA Switching, Aruba

Cisco Certified Network Professional – Voice, Cisco Systems

CCNA - Cisco Certified Network Associate, Cisco Systems

Cisco Certified ASA Specialist, Cisco Systems