

CAREER SUMMARY

- **Strategy & Planning** - 15+ years of developing international, national and regional go-to-market, competitive displacement, sales and business strategies and action plans
- **Virtual Sales, Business Development, Marketing & Customer Service** - 20+ years of defining and growing market-share impacting 300K+ direct customer contacts and \$750M+ in direct sales of technology and career business services to K-20, SMB and various consumer markets
- **Program & Project Management** - 15+ years of project and program management, process development and implementation, change management and operations with the successful execution of 1000+ projects
- **Business Analytics and Forecasting** - 15+ years of forecasting, market research, business analytics, reporting, executive summaries and gauging and growing market share
- **Training & Presentation** – Organized and hosted 500+ presentations for audiences of 1-5000 (25k+ total)

PROFESSIONAL EXPERIENCE

EN-SURGE PROJECT SOLUTIONS, LLC

05/15-Present

SR ACCOUNT/PROJECT MANAGER

Managed a \$10M brokerage deal for the largest diamond mine in Africa (LMR/River Ranch). Successfully launched the TSC Magazine in less than 3 weeks. Secured a strategic partnership with an organization with 2M+ followers.

- Successfully developed and executed go-to-market strategies, sales/business development strategies, systems, policies and procedures for (3) programs
- Develop and manage the day-to-day operations of programs (i.e. blogging, business automation, client trainings, weekly marketing campaigns, managing social media presence and engagements, etc...)
- Develop and execute business development strategies to grow program revenues which includes strategic alliances, referrals, networking, email campaigns, social media marketing, cold calling and affiliate marketing
- Manage clients' projects from beginning to end (i.e. scoping, budgeting, change management, process development/implementation, timelines, piloting, launch, execution, measuring success and reporting)

CISCO SYSTEMS, INC

08/10-10/14

NATIONAL E-RATE SERVICES PROGRAM/BUSINESS DEVELOPMENT MANAGER

Impacted 102-115% (totaling \$116M services / \$424M product) revenue growth. Uncovered \$18M (FY12) and \$38M (FY13) in net new pipeline. Received FY12 Most Successful Engagement Award for E-Rate State Strategy for impacting \$47M additional funding to K-12 and approval of (2) \$25M legislative bills for the FL-DOE and GA-DOE. Spearheaded first-ever tracking and reporting systems to improve executive revenue forecasts, determine competitive market share, identify available markets and competitive threats.

- Developed and managed the day-to-day operations of (2) national E-Rate partner incentive programs impacting \$67M+ in services revenue annually. Collaborated with Cisco executives, outside legal counsel, FCC, and USAC to implement policies, operational processes, business automation, outsourcing and strategies to scale support to 3000+ internal and external customers and ensure cross-organizational compliance. Formed and maintained all cross-organizational, internal, and external relationships. Conducted gap analysis to mitigate risks and identify net new revenue opportunities
- Developed program and customer service KPI's and change management strategy (i.e. policies, procedures and processes) resulting in a 35% improvement in customer sat in 6 months
- Responsible for developing the program vision, go-to-market services and product strategy, execution and KPIs which included monthly and quarterly executive summaries for the product and services programs
- Spearheaded first-ever backend processes to track program revenues which involved creation of a promotional code, ordering process and collaboration with cross-functional teams
- Developed reseller engagement strategy (ie. recruitment, training, registration, lead gen and cold calling)

- Developed and presented 500+ internal and external trainings for 20+ for c-level executives, internal/external customers on program rules and business and funding development strategies
- Managed simultaneous small and large-scale projects (i.e. business/use cases, scoping, budgeting, change management, process development/implementation, timelines, piloting, launch, execution, measuring success and reporting)

CISCO SYSTEMS, INC

04/07-07/10

VIRTUAL/OUTSIDE SALES ACCOUNT MANAGER

Received FY10 Pinnacle Award Recipient for excellence in E-Rate business development strategies realizing \$3.5M. 110-154% of plan for 4 consecutive years impacting a total of \$36M+ in revenue. Developed successful new sales model leveraged by Virtual Sales Organization. Partnered with GFIC wireless initiative which yielded \$3M in referrals from association constituents.

- Developed relationships with the Georgia Department of Education, Georgia Foundation for Independent Colleges, United Negro College Fund, and Seventh Day Adventist K-12 (approximately 7000 schools)
- Developed reseller strategy for 30+ Cisco partners (i.e. recruitment, territory strategy & planning)
- Responsible for weekly, monthly and quarterly revenue forecast (above average accuracy of 81-92%)
- Increased account penetration and generated revenue through daily cold calling, executive briefings, partner relationships, and demand generation.
- Managed the sales process from beginning-to-end (i.e. quality lead gen, high inbound call conversion, 50-75 cold calls per day, email campaigning, in-person and virtual technical presentations, product demonstrations, gauging product availability, price and terms negotiations, deal registrations, contracting, network designs, configurations, purchase orders, product installation oversight, project management and customer service)

FIRST DATA CORPORATION, Atlanta, GA

(03/04-3/07 and 1/03-6/03)

LEAD VIRTUAL ACCOUNT EXECUTIVE/ASSISTANT TEAM MANAGER

Achieved Sales Select Club (Top 10% of Sales), Top Regional Sales Team Award for 2 consecutive years, average of 108-133% of annual quota (i.e. \$203K in equipment sales/\$41M bankcard volume) and 47% of signed accounts were self-generated leads or customer referrals.

- Responsible for managing daily operations of sales team of 16-20 account executives
- Prepared and presented weekly and monthly forecast and sales reports to executive team
- Solicited credit card and check processing services to 2700+ SMB via the telephone with an 30% close ratio (above average); provided consultations on business development strategies
- Managed the overall sales process from beginning-to-end (i.e. quality lead gen, high inbound sales conversions, 30-50 cold calls per day, prospecting, qualifying, negotiating pricing and terms, contracting, technical support and customer service issues) with a 19% outbound and 47%+ inbound close ratio
- Handled customer escalations and assisted team with closing sales and contract and price negotiations

EDUCATION

HIGH POINT UNIVERSITY	Winston-Salem, NC	(1/01-3/02)
<u>Major:</u> Philosophy / <u>Minor:</u> Pre-Law		
UNIVERSITY OF NC AT GREENSBORO	Greensboro, NC	(8/95-5/96)
<u>Major:</u> Computer Information Systems / <u>Minor:</u> Anthropology		

AWARDS

- 2010 Cisco Pinnacle Award Winner, 2012 Most Successful K-12 Engagement and many other sales awards
- 2005-2006 First Data Corporation Top 10% of Sales
- July 2019 TSC Finance World Changer

COMPUTER

Proficient in MS Outlook, Word, Excel (pivot tables) and Power Point, as well as Sales Force, Internet Applications, WordPress, LinkedIn, Instagram, website design (basic coding and html), graphic design, video and photo editing
Other: Type 63 WPM (100% accuracy)