

## INTERNATIONALLY RECOGNIZED SALES LEADER: CLOUD & HIGH-PERFORMANCE COMPUTING (HPC)

Enterprise Accounts: Financial Services, Oil & Gas, Automotive, Manufacturing, & Pharmaceutical Verticals

▶▶▶ Relationships with CIOs & CXOs at more than 50% of Forbes Global 2000 European enterprises ◀◀◀

Progressive, high-integrity **deal closer & customer champion** with deep market intelligence, long-standing industry network, and skill in leveraging breakthrough strategic thinking into competitive edge. Adept at penetrating and overtaking challenging global markets, taking calculated risks, inspiring innovation, and building top sales cultures of emotionally intelligent lateral thinkers who see the vision and achieve over-goal results to boost company value.

### Highlights of Distinct Value Offered

- **Propelled Icer from risky market entrant to trusted HPC partner** within EMEA and **#42 on TOP500 Supercomputer List.**
- **Led Icer commercial server division to breakthrough growth in 2013** by cutting deals with Audi, Volkswagen, BMW, Scuderia Ferrari's Formula 1 team, & Singapore's National Center for High-Performance Computing.
- **Rocketed AMT enterprise revenue as #1 Global Sales Performer.** Changed market perception across EMEA from obscure underdog to technology frontrunner. Trust-based enterprise relationships and OEM partnerships built in EMEA led to future success for AMT's U.S. corporate team.
- **Eclipsed formidable AMT rival, Entel,** and set foundation for global success by securing multimillion-dollar contracts with enterprise and Global 2000 companies within EMEA.

\$0 ↑ \$42M Revenue Surge

100% Revenue Growth

\$0 ↑ \$100M Sales Spike

70% Account Penetration

*[Sam] has an excellent drive and an unrivaled understanding of the markets in which he operates, with a contact list wider and more extensive than anyone else I know. Working together we have built millions of dollars of new business..."—Vasilis Kiridikis, Northern EMEA Sales Manager E-Series, NetWeb*

Business Development • Sales Leadership • Market Strategy Development / Execution • Product Strategy & Launches • Recruitment & Team Empowerment • P&L Authority • Multi-Channel Marketing • Brand Positioning • Enterprise Account Wins & Retention • Partner Alliances • High-Stakes Negotiations

### SALES LEADERSHIP CAREER SNAPSHOT

**ICER GROUP** || HEAD OF SERVER STORAGE BUSINESS UNIT (BU), COMMERCIAL DIVISION EMEA, 2012–Present  
HPC BUSINESS DEVELOPMENT MANAGER (BDM) EMEA, 2009–2012

**AMT** || SENIOR MANAGER BUSINESS DEVELOPMENT NORTHERN EUROPE, 2006–2009  
ENTERPRISE BDM, 2003–2006  
HPC PROGRAM MANAGER NORTHERN EUROPE, 2002–2003  
SENIOR EUROPEAN SYSTEMS ENGINEER, 1999–2002

**EDT (now HT division)** || GLOBAL ARCHITECTURE & 3<sup>RD</sup> LINE SUPPORT ENGINEER, 1997-1999  
TECHNICAL TEAM LEADER, 1995–1997

### EDUCATION & CERTIFICATIONS

MidKent University – Kent, England

BACHELOR OF SCIENCE (B.S.), Information Technology — BTEC NATIONAL DIPLOMA (equiv. A.S. degree), Technology

ITIL V3 FOUNDATION — PRINCE 2 PRACTITIONER

## CAREER NARRATIVE & MILESTONES

### ICER GROUP || Switzerland ▪ 2009–2014

World's #4 PC brand with \$16.2B in revenues, 8,000 employees, and operations in North America, Australia, India, and Europe.

▶ HEAD OF SERVER STORAGE BU, COMMERCIAL DIVISION EMEA ▪ HPC BUSINESS DEVELOPMENT MANAGER (BDM) EMEA ◀

**Strategic Challenges:** In an effort to offset profitability losses and low customer perceptions, Icer set strategic goal for expansion into commercial space and adopted new branding strategy for existing products; its mission was to lead across EMEA but lacked respect and experience.

- **Action #1: Positioned Icer as legitimate market contender** and catapulted customer engagement and retention by tapping into personal network of existing accounts and channel partners (EMK, Doshill, NetWeb, DDM, Oracli, VMware, Microsoft, RedHut, Nivell, Supermacro, IBN, Entel, AMT, and NVADIA).
- **Action #2: Penetrated complex, hyper-competitive HPC market** by assembling, energizing, and retaining charismatic 9-member team of product and sales specialists that fixated on needs-focused customer rapport to build lasting bonds with Formula 1 teams, university labs, and supercomputing TOP500 companies.

*Transformed risky commercial division with no former presence in HPC market into industry “dynamo”*

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| <p><b>100% Revenue Growth</b></p> <p><b>€10M in first 6 months</b></p> <p><b>YOY Profitability Upsurge</b></p> | <ul style="list-style-type: none"> <li>▶ ...#42 <b>industry status</b> and market share gains through deals with million-dollar deals.</li> <li>▶ ...7% <b>gross profit margin (GPM)</b> after relaunching Icer's new and improved Altos Server brand and exceeding customer expectations across EMEA.</li> <li>▶ ...<b>less lead time and improved product quality</b> by managing P&amp;L and shifting production from Asia to local production site in Europe.</li> </ul> |
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### AMT || UK ▪ 1999–2009

Advanced Micro Tools (AMT), \$5.3B NASDAQ-listed multinational semiconductor company; top Entel competitor in CPU market.

▶ SR. MANAGER BUSINESS DEVELOPMENT, NORTHERN EUROPE (NE) ▪ ENTERPRISE BDM ◀  
 ▶ HPC PROGRAM MANAGER, NE ▪ SENIOR EUROPEAN SYSTEMS ENGINEER ◀

**Strategic Challenges:** AMT experienced several barriers to entry during initial foray into European enterprise / commercial / HPC market. Later disenfranchised by Entel from gaining market share, AMT needed assertive, entrepreneurial leaders skilled in constructive conflict resolution to lead strategic counteroffensives on the ground.

- **Action #1: Broke down existing competitive strongholds** to forge strategic alliances with OEMs including HT, IBN, Dall, Microsoft, Son Microsystems, Nivell, VMware, Oracli, and Autodisk.
- **Action #2: Earned recognition as #1 global performer in enterprise sales, applying keen business acumen to capture 8-figure deals with industry powerhouses** such as Barclays, CitiCo, HSBT Bank, RCS, GSC, BT, Rolls Royce, Tisco, & CSP to eject market-dominating titan, Entel, as preferred vendor.
  - **Secured first \$3.9M game-changing deal to install 1,000-server HPC cluster** for Southill University.
  - **Won \$60M government contract** to outfit HECToR—biggest, fastest, most powerful supercomputer in the UK—with pioneering multicore processor architecture.
- **Action #3: Rallied 8 country managers** (UK, France, Nordics, Benelux) and lean, dispirited sales force facing the pressures of cutthroat competition during AMT's highly publicized IP dispute / antitrust battle with Entel.

*Vaulted AMT from unwanted newcomer to \$100M market leader & displaced Entel as dominant force in server technology*

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| <p><b>Quantum Shift in EMEA Server Market</b></p> <p><b>70% Penetration</b></p> <p><b>Million-dollar OEM &amp; reseller relationships</b></p> | <ul style="list-style-type: none"> <li>▶ ...prompted by AMT, <b>rocketing company from zero to frontrunner in 2 years</b> by outperforming Entel to win strategic accounts within 7 multibillion-dollar verticals.</li> <li>▶ ...<b>of \$40B financial services sector</b>; enterprise clients turned from skeptics to product evangelists after AMT tech delivered faster growth &amp; heftier profits than top competitor.</li> <li>▶ ...supplied to U.S. corporate leaders to duplicate EMEA success and amplify AMT's worldwide presence.</li> </ul> |
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**CAREER NARRATIVE & MILESTONES (continued)**

**EDT (now HT Division) || UK ▪ 1995–1999**

*Electronic Data Tools (EDT) founded by Russ Perot; now HT Enterprise Services upon purchase by HT in 2008 for \$13.9B.*

▶ GLOBAL ARCHITECTURE & 3<sup>RD</sup> LINE SUPPORT (GA3) ENGINEER ▪ TECHNICAL TEAM LEADER ◀

**Challenge #1:** 10-person technical team experienced difficulty meeting service level agreements (SLAs) and IT implementation deadlines due to lack of customer management skills, energy, and commitment.

- **Action #1:** Anchored and coached lackluster cross-functional team to fine-tune customer relationship management and communications skills while working within hectic, global IT environment.

*Success Mantra...“Surround yourself with people who take their work seriously, but not themselves, those who work hard and play hard.”—Colin Powell*

**Challenge #2:** EDT required manageable IT infrastructure to meet SLAs and cut costs to operate customer systems.

- **Action #2:** Promoted after 2 years to GA3 team as key contributor to SLA achievement and co-created standard PC desktop interface for major client, Xerox Corporation.

**Bolstered EDT’s position as preferred IT outsourcing vendor while designing, deploying, and supporting technology that assisted major client, Xerox Corporation, dramatically scale business to higher profitability across Europe**

**Global Benchmark**

- ▶ ... for Xerox’s **Global Desktop Management System (GDMS)** as standard PC desktop interface, personally adapting tech to European market and technical requirements.

**Customer Loyalty**

- ▶ ... **after consolidating 19,000 user accounts** across 9 European countries in record time.

**Targets & Expectations Surpassed**

- ▶ ... by entire engineering team after leading colleagues to deploy 5,000 NT4.0 Workstations across wide geography in Europe.

**ADDITIONAL CAREER TRIBUTES**

*“Sam is an inspirational leader with a passion for sales. He leads from the front and is not afraid to get his hands dirty with the troops and can pinpoint where the profit is in any opportunity.”—Director of Sales Engineering, AMT*

*“Working alongside Sam has been inspirational to say the least! His vision, passion and ability to understand an issue, find a solution and then articulate that solution in a compelling message in seconds sets him apart from the many business people I have met in my career.”—CEO, Cloud Computer Equipment Ltd.*

*“Sam’s achievements at AMT have been nothing short of remarkable. He took a patch and grew it above all expectations, despite huge resource challenge.”—VP Sales, AMT*

*SALES RESUME – PROJECT BRIEF*

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Sam evolved his career from technical engineering and support roles into global sales management roles. Having worked for some heavy hitters in the industry, he's made a name for himself as a respected subject matter expert in cloud and high-performance computing. Not only that, he's played a major role in expanding presence for his companies within EMEA.

Recently laid off as part of a major companywide strategy change, he used the opportunity to target higher-level roles in Europe and the U.S. and needed both a British-English CV and an American-English resume that would reflect his brand and impact.

I formatted the first page of his resume / CV to serve as a standalone networking document as he taps into his vast Rolodex of global connections during his job search. Challenge-Action-Results (CAR) formatting under his job descriptions emphasizes Sam's compelling career stories and color branding was used for added punch.

At present, Sam's is in the midst of an application process with Amazon and has already landed consulting work for a technology hub that is passionate about bringing innovative solutions to the UK and European markets.