

ENTERPRISE ACCOUNT MANAGER

Millions in Revenue From Cloud, Virtualization, Mobile, Storage, & Security Solutions at VMware

Up to \$65M Single-Account Gains From Strategic, Enterprise-Level Relationships

Relationship-Builder Displacing Competition in Global Accounts

— Driving Force For Enterprise Market Strategy & Channel Partner Alliances —

Corporate Relationships - Complex Solutions - Social Media - Top Sales Rankings - Challenging Territories
Global Markets - Cross-Functional Collaboration - Partner Relations - Target Account Strategies

SALES PERFORMANCE BENCHMARKS

VMware: Commercial Account Solutions Earning 1st-Year Promotion.

- Prominent wins, including 4th largest insurance company worldwide and global job board Dice.com.
- #2 ranking out of 85 Midwest Region reps.

CloudEdge: #1 Sales Ranking at Managed Services & Reseller Firm.

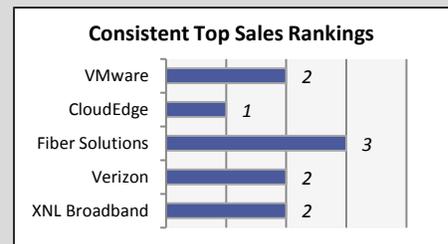
- 125% of 2010 quota, attaining significant territory growth (despite recession) in cloud, VoIP, SaaS, DR, and infrastructure solutions.
- Top 3 rank during 1st year, surpassing 37 Senior Account Manager peers.
- Focus on emerging technologies, including DR service sales from promotion of new 40,000 SF data center.

Fiber Solutions: Executive Relations Driving New Accounts in 3 States.

- 120% consistent over-goal achievement with new-account wins at state university / school district clients.
- Business plan authored for profitable network / desktop support offering.

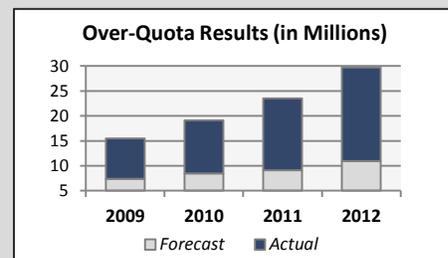
Verizon: 50% Rise in New / Existing Business in Competitive Market.

- #2 ranking and 57%-to-70% rise in key customer satisfaction metrics.
- Double-digit wireless sales growth in desirable SMB market.



Strong, Decisive Sales Leadership

Affecting Market Share, Competitive Edge,
& Sustainable Product Fit Within
Fortune-Ranked Enterprise Customers



PROFESSIONAL HISTORY

VMware, San Francisco, CA ▶ 2011 – Present

COMMERCIAL ACCOUNT MANAGER - ENTERPRISE-LEVEL CUSTOMERS & SOLUTIONS

60% Annual Quota in 1st Quarter 2013 - Top Performance Against Higher-Density Territories

Channel & Account Strategy - Competitive Intelligence - Revenue & Pipeline Growth - Customer Education
Complex Solutions & Contracts - Product Suite Bundling - Cost, Compensation, & Forecasting Models - C-Suite Relationships

Accelerate revenue across all VMware product lines, setting high standard emulated by peers and generating rapid new / existing business growth in global corporations as enterprise account manager handling C-suite relationships. Navigate and manage integrated sales cycles for major accounts of multimillion-dollar scope; project manage cross-functional tech, sales, and administrative reports. Displace competitors through consistent client relations techniques.

VMware ▶ COMMERCIAL ACCOUNT MANAGER - Continued...

- ▶ **Relationship Wins:** Dispelled misconceptions surrounding VMware product lines—**educating clients on width of offerings** in addition to storage (cloud, mobile, backup, business continuity, security, virtualization, data center, disaster recovery, and other solutions).
 - Earned trust with approachable style and focus on relationships.
- ▶ **Mentorship:** Presented relationship-building and professional proposal ideas to colleagues at EMC area training.
- ▶ **Door-Opening Strategies:** Captured opportunities for C-suite meetings, capitalizing on solid relationships throughout business community.
- ▶ **New-Business Success:** Drove revenue to \$19M+ as first San Francisco-area Commercial Account Manager winning 100% increase in new business; generated millions from new accounts (tallying 60-70% of personal performance).
 - Produced 10-19% gains in forecasted technology refresh services (anticipated for 2013 and beyond).
- ▶ **Market Gains:** **Displaced competitors** and rebuilt key account relations by presenting non-competing solutions.
 - Navigated client organizations to ensure deal closing, with attention to personal contacts crucial to later sales.
- ▶ **Upselling Opportunities:** Scaled business for concurrent partner / channel education, backup deals, and personal business development. Engaged partners to grasp and leverage cost/compensation models for mutual advantage.
- ▶ **Channel Collaboration:** Educated channel on all product suite / services, with training beyond storage products.

NOTABLE SALES ACHIEVEMENTS

- **170% and 160% performance** in 2011 and 2012, plus quarterly sales awards.
- Promotion for **dual, over-quota 2012 results** – even with mid-year reset requiring higher-level achievement.
- **Emergence as leader** among enterprise-level managers and colleagues.

CloudEdge Solutions, Denver, CO ▶ 2006 – 2011

BUSINESS DEVELOPMENT MANAGER - COMPLEX SOLUTION SALES & CONSULTATIVE PRESENTATIONS

2 Promotions Within First Years of Tenure, Outpacing Peers in Career Trajectory

Data Center Strategy Sales - Business Continuity Offerings - Post-M&A Offerings - Managed Services Revenue Growth Infrastructure, Cloud, & Recovery Solutions - Client Education - C-Level Presentations

Maintained #1 rank throughout tenure at provider of private cloud and data center services (enterprise-level managed IP telecom and IT services including high-end VoIP/PBX, infrastructure, SaaS, and Disaster Recovery solutions). Aggressively built and maintained top-to-bottom relationships inside SMB clientele across 3 major cities.

- ▶ **Top Producer Designation:** Won sales awards as prominent achiever proficient in orchestrating complex deals requiring team support. Competed against small competitors and large corporations, including Rackspace.
- ▶ **Team Mentoring:** Coached sales reps in consistent contact and post-sales support crucial to long-term accounts.

Fiber Solutions, Minneapolis, MN ▶ 2005 – 2007

SENIOR ACCOUNT MANAGER - PRESALES & CONSULTATIVE DESIGN

Vendor & Cross-Functional Oversight - End-to-End Solutions - Team Collaboration - Technology Training

Drove complex solution sales throughout prospecting, presales engineering collaboration, solutions design, and deal structuring — uncovering untapped opportunities and facilitating client executive-vendor negotiations.

Additional Experience:

MAJOR ACCOUNT EXECUTIVE: XNL Broadband, 2004 – 2005 (\$180K annual sales via win-back campaign)
WIRELESS BUSINESS CONSULTANT: Verizon, 2001 – 2004 (Surpassed sales goals; achieved profit/unit targets)

EDUCATIONAL BACKGROUND

Bachelor of Arts in Business Communications - University of Minnesota, Duluth

Résumé Strategy Explanation:

Thomas first approached me with a plan to target a position at Microsoft, and was very intent on demonstrating his continued proficiency in full-product suite, consultative sales leadership.

As he had amassed considerable metrics showing high sales rankings in technology companies, I featured each employer name (some quite well-known, but masked here for publication purposes), as well as charts to show his record of revenue achievement.

Given the typical span of attention from a VP of Technical Sales (the desired audience), I eliminated the block paragraph summary, and focused instead on the numbers behind Thomas' career.

A bold look was achieved with dark purple-blue headings to match his drive and fearlessness in conversing with major executives inside some of the top corporations throughout the U.S.

Thomas has since reported that he secured a role in consultative business development at another industry-leading technology corporation.