

Summary

*A senior sales executive with international experience growing Sales and leading Sales Operations and Marketing functions for small and large technology companies including Apple, Autodesk, and Xerox.

*Consistent producer of strong results through customer focus, urgency in execution, purpose of will, clarity of thought, and the building of skilled and motivated teams.

* Originator and implementer of highly-praised strategies while building strong executive business relationships

* Possessor of strong and broad technology sales experience (hardware, software, services) working in multiple industries through varied channel models (direct, indirect, e-business)

Professional Experience

Unirac, Inc. (Hilti) Albuquerque, NM (2007 - 2015)

Senior Vice President, Business Development and Worldwide Sales

(Worldwide sales and engineering leadership for 40 sales and application engineers providing Photovoltaic (PV) racking solutions for the solar industry in the residential, commercial, utility, and government market spaces.)

- Created global corporate sales strategy and direction. Set and approved all pricing and overseeing of the creation and delivery of quarterly and annual forecasts and support plans.
- Established highly strategic organization and advanced processes for a highly transactional and metrics oriented business model.
- Successfully grew the business 600% over a three year period culminating in the successful sale of Unirac to Hilti, Inc, the largest manufacturer of power tools in the world.

DIVERSIFIED SOFTWARE (ASG, INC.) Morgan Hill, CA (2006 - 2007)

Senior Vice President, World Wide Sales

(Led a worldwide team of 26 sales reps and consultants selling comprehensive, mainframe solutions for this privately held software developer of z/OS mainframe software and services to Fortune 1000 accounts.)

- Focused on revenue growth and customer retention through training and executing a customer-centric selling approach and rolling out a supporting CRM solution and process globally.
- Leveraged the sales channels to maximize coverage globally and maintain ongoing revenues from our customer base.
- Built a world-class sales team by mentoring, coaching, implementing a powerful sales methodology, and ongoing activity inspection and follow-up..

XANTREX TECHNOLOGY, INC. Burnaby, Canada (2004 – 2006)

Sr. Director of Sales, Asia Pacific and Americas

(Developed international channels of distribution and accelerated growth in existing American markets for Advanced Power Electronic products used in wind, solar, and back-up power systems.)

- Created presence in Beijing providing local sales, marketing, support, and service. Grew opportunity base tenfold. China sales revenue grew from \$18K to \$1.4M within 12 months.
- Created a master distribution network in Latin America to implement orderly structure, process, and guidelines for business partners. FY2005 revenues increased by \$4.5M, a 92% growth Y-O-Y.

AUTODESK, INC. San Rafael, CA (2001 – 2004)

VP of Sales, Americas

VP of Channel Sales, Americas

(Responsible for recruiting, leading, and motivating the 350+ person, sales team to increase sales of 2D/3D design, digital content creation, and project collaboration solution software. Responsible for attaining \$400M sales quota and \$116M operating budget.)

- Transformed the sales organization to include a focus on “Solution Selling” methodology. Grew total prospect pipeline by over 200%.
- Grew annual sales in first year by \$8M, a 15% Y-O-Y increase. Achieved 122% of FY2002 Quota. Recipient of the Autodesk ‘Worldwide Leadership Award.’

APPLE COMPUTER, INC. Cupertino, CA (1988 - 2001)

Senior Manager, Enterprise National Accounts

Senior Manager Retail and New Business Channel

(Account Manager for sales of the of Apple Computer Mac platform to Enterprise, Retail, Government, and Incentive markets.)

- Achieved major wins in converting the UAL Maintenance Division, Genentech, NASA Ames and Holiday Inn reservation system to Macintosh Platform. Grew account billings to \$44M and attained performance level of 145% of Quota.
- Managed Apple Incentive Sales programs, such as the “Apple for Students” Program which generated revenue of \$20M+.
- Developed and executed Apple’s entry into the worldwide military PX Exchange market that captured sales of \$6 million in the first year. Trained and directed 60 third-party manufacturer reps. Attained 112% of Quota.
- Managed Apple Computer's largest retail customers: Best Buy and OfficeMax.

EDUCATION

BS Marketing - Boston College

MILITARY SERVICE

Captain, US Navy, Retired