

MICHAEL REALMS

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ENTERPRISE SENIOR ACCOUNT EXECUTIVE

\$100M+ ANNUAL SALES ♦ ADVANCED TECHNICAL EXPERTISE ♦ TOP NATIONAL SALES RANKING

Results-oriented Technical Sales, Marketing, & Engineering Professional with hybrid offering of high-level business acumen and in-depth information technology knowledge.

TECHNICAL EXPERTISE: Provide complex technical solutions within all vertical markets, including public, higher education, government, and corporate. Utilize high-level understanding of storage, servers, and networking systems to create successful technical presentations and implementations.

RELATIONSHIP BUILDING: Customer Advocate recognized for superior customer satisfaction. Positively affect market share, competitive edge, and sustainable product fit within major enterprise customers. Consistently displace competition in regional, national, and global accounts.

PROVEN STRENGTHS

- Decisive Sales Leadership
- Channel/Reseller Partnerships
- Sales Lifecycle Management
- OEM Partnerships
- Target Account Strategies
- Sales Pipeline & Forecasting
- Crossfunctional Collaboration

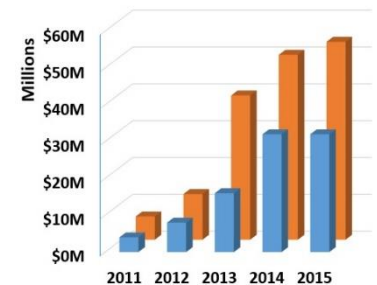
SALES HIGHLIGHTS

- Sold more than \$100M annually in server, storage, and networking solutions.
- Won prestigious award as the #1 Technical Server and Storage Enterprise Account Executive.
- Surpassed sales quotas by 50%-120% throughout 15-year tenure.
- Successfully closed up to \$30M single account gain via strategic, enterprise-level relationships.

SALES AWARDS & ACHIEVEMENTS

- ▶ Successfully architected and closed largest compelling storage project to date.
- ▶ Consistently achieved “Exceptional Performance” rating.
- ▶ Achieved net promoter score of 10/10 for highest customer rating possible.
- ▶ Twice awarded “National Sales Storage Engineer of the Year.”
- ▶ Increased client from \$0 enterprise sales to \$100M+ annually.
- ▶ Grew revenue 100% YOY for the State Enterprise Data Center to achieve unprecedented sales success in the historically low sales state.
- ▶ Architected \$2.5M HPC sale to JKL University for supercomputing center in 2015.
- ▶ Sold \$6.5M of storage to EDF University, State, and local governments in 2014.
- ▶ Sold 1PB of EMC corporation, after converting from competitor in 2012.
- ▶ Closed \$8M of storage sales to ABC University in 2011.

Annual Amount Over Sales Quota



SALES LIFECYCLE MANAGEMENT

- Leverage advanced expertise in architecting, engineering, marketing, and sales to provide the highest level of service and solutions for customers. Drive all phases of the sales lifecycle from pipeline through closure.
- Oversee enterprise market strategy, channel/reseller partnerships, and OEM partnerships. Worked hand-in-hand with reseller/channel partners to consult on systems.
- Expertly align customer business priorities to corporate offerings achieving mutually beneficial high-volume sales.
- Quickly establish rapport with all levels of executives and professionals.

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