

# John M. Martini

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## EXECUTIVE SALES & ACCOUNT MANAGEMENT

### SUMMARY

Innovative and results-oriented sales professional with extensive experience in Software and Computing for the Manufacturing, Insurance, Health Care, and High Tech industries. Recognized by Senior Management for significant contributions to critical projects. Committed to driving new business through key accounts as well as establishing strategic customer partnerships and manufacturer relationships. Strong business acumen with the ability to execute a wide range of sales and business development strategies designed to establish market presence and increase revenues and profitability. Strengths include;

- **Executive Sales Management**
- **Major Account Development**
- **Strategic Alliances & Partnerships**
- **Product & Service Integration**
- **Presentation Management & Negotiation**
- **Client Services**

### PROFESSIONAL EXPERIENCE

**INSIGHT ENTERPRISES** (purchased Software Spectrum) **Oakland, CA** **2006 - 2007**

*Leading provider of name brand IT computing products, software and advanced IT services, helping companies around the world enable, manage and secure their IT environment.*

#### **Client Solutions Executive**

- Managed and accomplished the penetration of numerous Fortune 5000 prospects.
- Initiated strategic techniques in consultative selling for Software Publishers, Hardware Manufacturers, and Insight's services organization, which included extensive customer relationship building ensuring the integration of our product lines.
- Served as team lead and liaison between company and peer organizations including Services and Hardware organizations.
- Built and cemented strong relationships with customers and prospects through strategic planning, organizational charts, pipelines and business reviews; penetrating all levels of the customer's organization, while maximizing revenue and profits.
- Achieved 100% sales quota in 2006, equating to \$800,000 in gross profit for the company.
- Managed and developed global relationships with Applied Materials Corporation, Sybase, Fireman's Fund, and Solectron utilizing innovative and strategic global management capabilities.
- Achieved Sales Certifications for major software publishers including Microsoft, Adobe, Symantec, McAfee, Trend Micro, and VMware.

**SOFTWARE SPECTRUM** **Oakland, CA** **2004 - 2006**

*Largest software reseller in the world serving a majority of the Fortune Global 500 and mid-sized organizations from every industry.*

#### **Corporate Account Manager**

- Managed and initiated the penetration of the Mid-Market in the San Francisco Bay Area as the first Sales Representative hired by company.
- Recognized as the highest selling Mid-Market sales person in the western region through the closing of major contracts with Dolby Labs, Pinnacle Systems, and Coherent Inc.
- Recognized as the Quarterly Western Regional Sales Representative by Microsoft, Symantec and Trend Micro.
- Oversaw and performed the development of strategic relationships with major vendors and mid-market customers as well as continually received leads from Microsoft, Symantec, McAfee and other major publishers.
- Successfully achieved sales quotas for 2004 and 2005; closed \$2.1 million in sales in 2004 and \$3.5 million in sales for 2005.
- Won countless sales incentives offered by the company, proving myself as a leader in the western region.

- Received company recognition for sales representative of the quarter numerous times, and was asked to present to our entire sales force regarding sales best practices.
- Promoted by organization to handle Fortune 5000 accounts during the course of tenure.

**DIAMOND MICRO SOLUTIONS** (formerly Workstation's Plus) **San Leandro, CA** **1995 - 2002**  
**Business Development Manager** (2002)

- Created new up-selling and cross-selling opportunities through collaboration with sales and technical staff.
- Directed and facilitated the improvement of field engagement processes with major vendor partners.
- Developed lead generation and qualification programs with major vendors including Sun Microsystems, Veritas, Cisco, and Symantec.
- Negotiated all software and hardware licensing contracts with major suppliers, including Sun, Veritas, Trend Micro, Symantec, and Cisco.
- Developed new security practice for company, including developing compensation and engagement model for Security Consultants and solution Sales Representatives, as well as, hiring new staff, and building relationships with new security product vendors.
- Organized, managed and worked trade shows with strategic vendor partners.

**Corporate Account Manager** (1995 – 2001)

- Managed the building and cultivation of relationships with clients in the development of new business.
- Sold over \$35 million in revenue over two consecutive years through the opening and management of the largest account in company history, Lucent Technologies.
- Managed and oversaw the closing of the largest system integration project in company history with Nortel Networks, generating \$2.5M in revenue and encompassing systems, software, and installation.
- Recognized as the top revenue and gross profit producing Sales Representative in company history.
- Exceeded gross margin quota 5 years in a row; sold over 50% of total company revenue in 1999 and 2000.
- Achieved President Inner Circle 5 years in a row and named “Sales Person of the Year” in 1999, 2000 and 2001.
- Maintained exceptional relationships with C level executives, including Ascend Communications, Lucent Technologies, Nortel Networks and Zhone Technologies.
- Recognized and valued by management as a leader in penetrating, closing and managing major accounts.

**WORKSTATION'S PLUS** **San Leandro, CA** **1991 - 1995**  
*Single leading source provider of Sun Microsystems products, application, and peripherals.*

**Account Manager**

- Drove revenue growth and established division as a major regional competitor in the Sun Microsystems value added reseller market.
- Facilitated the closing of the largest sale in company history; \$2 million in revenue with major medical company, Boehringer Mannheim.
- Developed extraordinary relationships with key vendors and received constant leads and business.
- Successful at prospecting, cold calling and growing a business.

**EDUCATION & CERTIFICATIONS**

**BACHELOR OF ARTS • POLITICAL SCIENCE**

University of California ~ Davis

Davis, CA

1989

**Certifications**

- Symantec Partner Sales Certified
- Sun Microsystems Enterprise 2000
- Enterprise 10000 Specialty Certificate
- Anthony Robbins Sales Mastery Course
- Solutions Selling Course
- Studied Sandler Methodology
- Microsoft Partner Certified Level 1
- Microsoft Partner University
- Trend Micro Sales Specialist
- VMware Sales

**Professional Organizations**

- National Association of Sales Professionals
- Fraternal Club