

# Regional Sales Manager Scott

Email | phone | LinkedIn | location

## REGIONAL SALES MANAGER • GLOBAL ACCOUNT EXECUTIVE

High-Performing Sales Leader within the B2B Marketplace

Expert in Industrial Internet of Things (IoT) Embedded Hardware & Software

Business Development > Lead Generation > Market Penetration > Gap Analysis

## Bilingual English/Spanish with Extensive Global Experience

Award-winning, Performance-driven B2B Business Development Champion, Revenue Generator and Strategic Marketer with a successful track record marketing and selling highly-technical hardware and software products, solutions and technologies across diverse markets and industries. Vision-driven, strategic thinker and hunter with expert qualifications in identifying market opportunities to drive forward revenue and profit growth. Successful in the training and development of top-performing sales teams. Excellent communication and presentation skills.

## LEADERSHIP ACUMEN

P&L, Budgeting & Reporting • Strategic Business Planning • New Business Development  
Global Account Management • Contract Negotiations • Channel Partnership Development  
Client Relationship Management • New Market Penetration • Project Management  
Executive Sales Presentations • New Product Launch • Sales Training & Leadership  
Business Intelligence • Consultative Selling • Strategy Roadmap Development

## LEADERSHIP EXPERIENCE

### XY INTELLIGENT PLATFORMS

year – year

*Global provider of industrial software, control solutions and embedded computing platforms...a subsidiary of XY...XY divested company and renamed it Txxxxx Systems in year.*

### Regional Sales Manager, Xxxxx Systems, Texas Region (year – year)

Selected to join newly formed company to serve as one of two commercial sales professionals from XY to shape the commercial market strategy, exclusively targeting aerospace and defense sectors across the Texas Region.

- ✓ Aligned product and business strategy, performed market and competitive analyses, and secured design wins with roadmap presentations for aerospace and defense products.

### Business Development Manager, South Central Region & Latin America (year – year)

Recruited by XY Intelligent Platforms for a multifaceted leadership role as a Global Account Manager for telecom OEMs (\$5M portfolio) and Business Development Champion for the oil and gas (O&G), industrial automation and semiconductor sectors across the US and Latin American Regions. Planned and facilitated lunch and learns, provided strategic focus on developing regional territory and channel partners, and delivered consistent strategy to service customers from a Voice of Customer (VOC) perspective.

- ✓ Recruited and coached new commercial rep in South Central to secure 5 new customer design wins generating \$1.1M in new revenue.
- ✓ Negotiated/secured multiyear Axxxx contract that generated \$2.5M annually.
- ✓ Penetrated new O&G vertical, and obtained 7 design wins within the sector in first year of tenure.
- ✓ Built relationships with system integrators to drive embedded business through 3rd parties in Brazil.
- ✓ Executed Purchase Agreement and secured design win with major semiconductor OEM.
- ✓ Delivered 8.4% revenue growth across South Central and Latin America in xxxx (year).
- ✓ Led product line revamp to develop Next Generation Wxxxxxxx product that generated \$10M+.
- ✓ Developed \$20M+ design win pipeline and delivered \$6.9M in orders for xxxx (year).
- ✓ Recognized as a Top Performer and Role Model; exceeded all revenue goals for years xxxx-xxxx.

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**LEADERSHIP EXPERIENCE (Continued)**


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**AXXXXXX SYSTEMS, INC.**

year – year

*Value-added reseller of electronic parts and equipment***Business Development Manager**

Retained by the owner to identify, develop and support business opportunities within Tier 1 and Tier 2 telecom OEMs across North America, with a special emphasis in the South Central Region of the U.S. Leveraged existing relationships through B2B sales to reach decision makers, identify customer requirements, develop/present proposals and build a large network of OEMs to generate revenue.

- ✓ Exceeded all quarterly targets for this emerging VAR.

**RYYYY CORPORATION**

year – year

*Publicly-traded manufacturer of embedded operating systems for core and mobile network applications...acquired FYYYYYY Micro in xxxx (year).*

12-year award-winning career highlighted by increasingly responsible new business development leadership roles, exemplary global account management performance, and numerous design wins across global OEMs.

**Global Account Executive (year – year)**

Elevated to provide strategic vision and direction in the development of multimillion dollar global contracts with Lxxxxx, Ayyyy, Dcccc, Cxxxx and other OEM core telco and enterprise multinationals. Marketed telecom products and solutions through channel partners and interacted directly with C-level executives of major clients to secure design wins to integrate products into their systems. Collaborated across marketing, sales operations, system engineering, and product development to secure new wins.

- ✓ Identified and secured Ayyyy as a new client and negotiated a multiyear \$3M contract.
- ✓ Delivered YOY revenue growth of 10% to 15% throughout tenure.
- ✓ Won Extreme Performer Award (President's Club) for exceeding all sales targets in years xxxx - xxxx.

**National Account Manager (year – year)**

Promoted to exclusively manage the company's largest account, Ueeee Tggggg, as well as Dcccc, Gggg Laboratories and Cxxxx across Rocky Mountain Region. Cultivated and maintained relationships with high profile clients, led account planning cycle, and managed channel partners to ensure strategic objectives and profitable sales volume was achieved and maintained. Focused on developing unique products and achieving design wins.

- ✓ Released proprietary new products, achieved new design wins, and cross-sold products; successfully grew telecom portfolio to \$25M+ annually.

**International Sales Manager, ROA (year – year)**

Recruited by FYYYYYY Micro as an Applications Engineer and advanced quickly to International Sales Manager to provide critical role in driving market share across Canada and Latin America through geographical expansion and distributor channel partners. Developed business plan and strategy, prepared action plans, managed economic risks, and partnered in penetrating international markets with a telecom-focused expansion effort.

- ✓ Delivered YOY growth, captured major design wins, and exceeded sales targets selling core products despite political, economic, and competitive challenges in Latin American countries.

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**EDUCATION & CONTINUING PROFESSIONAL DEVELOPMENT**


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**Electronic Engineering**, ITT Technical Institute, Houston, Texas

GE Management Leadership Development Program • Strategic Selling • Value-added Selling  
 Executive Sales Presentations • Power Based Selling • Global Account Management  
 Professional Selling Techniques • Integrity Selling • Win/Win Negotiations • Design Win Selling  
 Industrial Automation • Distributor Sales Channel Development • Safety & Control Systems  
 Commercial Sales Management • B2B Selling • Consultative Solutions Selling  
 Salesforce CRM • Industrial Internet of Things (IoT) Hardware & Software