



## ROBERT C AYRES

### EdTech Sales Leadership & Market Development

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## References

### Ed Davalos

Ed was my former Director at Sprint for four years previous to my move over to AT&T.

### Craig Carroll

Craig was my immediate supervisor from 2006 to 2010 at Sprint.

### Dan Gillison

Dan was my supervisor at Sprint.

## Skills

### Solution Selling

In addition to plaques, paper-weights, and badges; over a dozen years of formal and informal sales training / mentoring. Some of my preferred methodology: Science of Consultative Selling (PIERS) Sandler Sales Institute / Program SPIN Selling Value of Investment Modeling (CoSIN, Value Management Office). High Performer / Role Model sales results throughout in capacities ranging from Top Individual Contributor (Solutions Sales Group M2M), Direct Channel Sales Manager, Indirect Channel Manager, Sales Overlay, Sales Program Manager.

### Channel / VAR Sales & Development

I have extensive experience in Channel and VAR selling. I have leveraged alternate channels for a variety of needs, programs, and outcomes, both as an overlay technical resource as well as embedded selling. Most recently as the only dedicated Alliance Channel resource, working as a technical sales

## Objective

Strategy, sales, marketing, business development leadership position in the EdTech space serving as a key member of a fast growth company, looking to secure market share, grow revenue, and adjust to dynamic customer needs. I am open to long term movement to non-for-profit and public sector positions.

## Work experience

Jun 2014 - Present

### Solutions Consultant, Alliance Channels

#### AT&T

Technical sales overlay role working to drive incremental business in our advanced mobility solutions practice by leveraging our Top Solutions Partners in the western U.S.

- Support Gold and Platinum partners through pre-sales and full life-cycle customer engagement
- 119% of plan for a 15 state region YTD
- 159% increase on critical focus and line of business sales

Jan 2014 - May 2014

### Advanced App Sales III SME

#### AT&T

Sales and critical operations role through end of June 2014. Leading transition team within AT&T's Project Management Office during re-organization of over 700 sales overlays and subject matter experts.

- Managing complex deal validation desk and west region strategic deal desk for product mainstreaming initiative on key funnel carryover deals > \$.5M
- Provided oversight on key support processes for mainstreamed products
- Specific focus on Cloud and Collaboration categories of products, including Web Hosting, AVPN, Platforms as a Service, MEAP / Mobile Application Development, & Unified Communication

Mar 2012 - Jan 2014

### Industry Solutions Practice Manager-Education

#### AT&T

Sales overlay and matrix management role; responsible for building on AT&T's commitment to education by partnering on the delivery of mobility software solutions for higher education and K-12.

- YTD Finish (2013 221% of plan)
- Led program and national funnel development and execution around AT&T Mobile Application Development Services, Mobile Education Applications Platform(s) (MEAP), Personalized Learning
- Drove double digit growth in mobile applications revenue regionally

Key participant and sales leader for go to market strategy in education cloud computing, premise and mobile learning efforts with key content partners

Fourteen state coverage: Partner enabled and custom mobile application development, cloud computing & storage, network security & infrastructure, campus messaging, machine to machine solutions, personalized learning, and unified communications

Jan 2006 - Feb 2012

### National Higher Education Practice Manager

#### Sprint

Developed and implemented overall strategy, partnership portfolio and led double digit revenue growth in the education vertical (K-20) including wireless, wire-line, and unified communications solutions. Utilized a matrix-management structure to disseminate industry expertise and coordinate strategy and tactics across multiple sales channels and distribution levels.

Developed new partnerships and created solutions for unaddressed market needs. Led sales efforts for multi-million dollar and multi-year public and private sector contracts.

- 2009-2010 President's Council Award Winner - Industry Solutions Group
- Launched an innovative, mobilization program and partnership for leading learning management system provider yielding 6% gain in segment market share