

Jim Ryan

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VP Managed Solutions • North American Channel Director • Extensive Technology Startup Background

Career

23 year background in high-growth technology industry with extensive ‘hands on’ experience building effective go to market plans and programs to accelerate client engagement opportunities. Significant background in both startup and on-going business operations within several specific industry segments. Demonstrated ability to develop both Direct and Indirect Sales Channels while consistently meeting year over year revenue targets.

Utilize strong business development skills to help translate a company’s “technology” into business drivers that generate revenue opportunities. Particularly adept at creating the business process and SFA tools that dramatically improve the sales organization’s ability to target, qualify and engage prospects through a consultative or solution selling methodology.

Areas of Expertise

Telematics, M2M, Fleet Management
Managed Hosting, Co-Location, Cloud Services
Channel Startup & Development
Expertise in COBIT, SOX, & HIPAA Compliance

High Availability / Disaster Recovery Solutions
LTE, CDMA & GSM Platforms
BPO, Mobile Computing, MSP Solutions
SFA/CRM Development & Training

Quantifiable track record of sales growth through effective market and target customer strategies

Career Highlights

Negotiated comprehensive Telematics marketing strategy with six of the largest Paccar dealer groups across 23 states. Contract ultimately committed sales & marketing resources to engage top 150 heav- duty truck fleets across 85 stores and more than 120 sales people.

As Regional Director with National TechTeam transformed “hardware” centric regional office into **\$14MM** service organization with 23 direct reports and 120 CSAs focused on L1-L3 phone support, staff augmentation and Lotus implementations.

In 2010 Negotiated 18 teaming agreements with IBM Business Partners (8 Premier Partners) and developed engagement strategy with end users for each technology solution. Created alternative delivery options for partners with hosting companies including Rackspace, Connectria, and Abacus LLC

Successfully launched Powertech’s channel program in four months to include four of the largest IBM Premier Partners in the country – launched ASP business model and secured contracts with hosting companies including DBSI, iNETU, and Cervalis

As, Director Technical Support Solutions for e4e negotiated teaming agreement with HP as a Tier 1 Partner that generated more than \$900K in managed service revenue in 2005 and reached a **\$2MM run rate in Q4 2006**

As Regional Director with ON Technology closed one of the largest orders with **MCI - \$4MM** - to implement company’s desktop and server management technology across four MCI regional operations. Sales process required multiple presentations at the “C” level across several business units and departmental organizations.

PROFESSIONAL EXPERIENCE

SignalSet (Seattle, Wa) – Regional VP Sales

2011 to Present

SignalSet is an M2M solutions provider offering a suite of tools for managing fixed and mobile wireless devices in the transportation industry, utilities/energy, surveillance and M2M Healthcare markets. The company incorporates a unique “carrier switching” technology that allows seamless switching between GSM and CDMA platforms with no manual intervention. Both the Carrier Switching and Cloud Based technology are part of Paccar’s OEM fleet management solution for tracking vehicle locations, IFTA processing and FMCSA compliance.

Accomplishments:

Launched sales and marketing effort across 20 states, targeting ten of the largest Paccar Dealer Groups (Kenworth and Peterbilt) in addition to the top 100 heavy duty truck fleets.

Met with senior executives at Paccar Dealer Groups with more than 10 stores to get their buy –in and support for launching marketing campaign across all locations. Effort resulted in developing a customized go to market strategy that helped to generate Truckerlink opportunities as well as net new truck sales regionally and nationally.

Developed comprehensive sales training programs for each dealer to help inside and new truck sales groups to identify and engage fleet management prospects. Personally participated in “Ride Alongs” with Top sales people to present Truckerlink Telematic solutions to regional fleets with more than 50 heavy-duty class 8 trucks.

Dramatically increased awareness of telematic solutions and sales in Eastern half of US which accelerated the decision by Paccar to move ahead with an OEM product in Q2

iSeries Technology (Chicago,IL)– VP Managed Solutions

2008 to 2011

iSeries Technology is an independently owned reseller based in Chicago. Responsible for developing strategic relationships with IBM Premier Business Partners and ISVs to develop comprehensive client solutions including High Availability, Disaster Recovery, Business Intelligence, Security/Compliance and Web Enabling technologies. Marketing strategy also focused on resale of current generation, re-conditioned IBM mid range platforms including the AS/400, System i, System p & x (Now IBM Power Systems).

In late 2010 sales & marketing focus expanded to include Managed Hosting Solutions as a strategic partner with two technically advanced Hosting Providers in North America. Our offerings included Managed Storage, Co-location, Virtualization, Cloud Storage, Business Continuity and Disaster Recovery.

Accomplishments:

Closed eight hosting engagements in 2010/2011 with Fortune 1000 companies. Each contract was at least a two year hosting contract with an average MRR of \$1400. Significant upside potential for each opportunity

Total MRR generated with all companies in 2011 - \$14,400/ Month (Backup, Recovery, and SAP Hosting services)

In 2011 generated \$280K in re-conditioned IBM i hardware revenue to companies primarily developing advanced backup and recovery solutions or implementing initial phase of enterprise wide business continuity

Developed extensive marketing campaign for Business Intelligence solution that included Social Media, News Bulletins and Press Releases. Significant piece of go to market strategy included monthly “Advanced Technical Webcast” series that typically attracted 10 to 12 companies – Total license revenue in 2010 \$140K with 2x service revenue tied to these engagements

Cilasoft -- Director North American Channels (Paid Consultant)

February 2008 to October 2009

Contracted with this European company to develop strategic relationships with IBM Premier Business Partners and ISVs to develop comprehensive client solutions including High Availability, Disaster Recovery, Security/Compliance. Marketing strategy focused on the IBM mid range platforms including the AS/400, System i, System p & x (Now IBM Power Systems).

Accomplishments:

Closed more than \$300,000 in Compliance software license sales in 2009 (not including significant service revenue for each opportunity)

Expanded program to include two partners in Canada and one in Latin America. Closed \$280,000 in software revenue in 2008 and helped negotiate an additional \$50-60,000 in service revenue for the IBM partners in country.

Negotiated partner agreement with large reseller out of Miami to take on the role of Value Added Distributor in Mexico, Latin America, and South America. Agreement includes considerable investment by the partner to commit appropriate level of trained resources, trade shows, and technical support for tier 2 resellers.

Signed eleven IBM partners and launched individual marketing programs to engage their prospect base with a series of technical webinars and email news letters. Developed every aspect of sales, marketing and engagement strategy for the United States, Canada, and Latin America.

Completed 2009 Fiscal Year at 90% of target revenue (\$425K) with virtually no market funds and one technical support resource for partner pre-sales support.

The PowerTech Group Seattle,WA) - Director North American Channels December 2006 to 2008

Global Software Development company and Advanced Level IBM business partner with suite of software solutions for security compliance on IBM's iSeries and AS/400 servers. Technology significantly reduces burden of SOX and HIPPA regulatory compliance for over 700 customers worldwide.

(Company Acquired by Help Systems in 2008)

Accomplishments:

Launched comprehensive partner program that required extensive definition on both a strategic and tactical level. Created "ideal" partner profile based on analysis of target market, Policy & Procedure Guide to define roles and responsibilities, step by step qualification and engagement process with partners, training programs, and contract documents.

Worked Closely with the IBM iSeries ISV team regionally and nationally to expand company's participation in IBM sponsored events and programs. Activity quickly led to personal introductions to key executives within a number of highly regarded Premier Business Partners across the country.

Separately developed metrics and integration to SalesForce.com to effectively measure progress and ensure scalability of national program.

Personally recruited the top five IBM Business Partners as channel partners in the first five months (MSI, Sirius, Berbee, Dynamix, Meridian IT)

Verdiem , Seattle, WA - VP Sales Eastern Region

October 2003 – October 2005

Enterprise software technology for PC networks that allows an organization to measure and forecast the energy consumed by the network, manage the power settings of their networked PCs, and minimize their energy consumption and operating costs.

Responsible for the development of sales organization (Direct & Indirect) to introduce new PC power management software across Eastern half of US to target markets, including Fortune 100 companies, School Districts, Universities and State & Local Government.

Accomplishments:

Signed three Energy Service Companies into Verdiem's newly launched partner program. Helped launch entirely new go to market strategy for this segment of the partner program including, sales training, cost justification, and engagement process for establishing proof of concept.

Established strategic relationship with Wisconsin Focus on Energy to leverage this organizations ability to offer incentive based programs for energy efficiency. This relationship led to contracts with two large school systems totaling **\$380K in software license**.

Engaged and closed three large enterprise agreements in the first twelve months to deliver energy management to companies desktops – **Projects required a total of 14,000 license' to companies desktops– Total Contract Value \$3.2MM**

Expanded/Trained Inside Team leading to \$800K in license revenue in 2005

Responsible for the long term sales activity within targeted accounts (McAfee, Symantec, PalmOne, US Robotics) while developing branded solutions around Technical Support and Remote Network Management with Tier 1 distributors and system integrators

Secured Tier 1 Teaming Agreement with HP to provide branded network management services as part of their Complex Outtasking organization - **Projected 2006 Services Revenue - \$3MM**

Expanded contracts with City University of New York (CUNY) to cover more than 18,000 additional license to city colleges

Developed EnergySmartPC Partner Program to target regional and national Energy Service Companies (ESCOs) Adapted partner program to include partners in related energy segments including Good Company of Texas, TSE Services (North Carolina Electrical Cooperatives, Prime Energy of New Jersey and Energy Options & Solutions of Michigan

e4e - Director Technical Support Solutions

September 2002 – December 2004

Global business process outsourcing company with particular focus on technology companies. Through multiple support centers in the US, Europe, and India company provides L1-L3 multi-language technical phone support and network management solutions for Fortune 1000 organizations.

Accomplishments:

Engaged and closed three large enterprise technical support agreements in 2004 to deliver Level 1-3 technical phone support – **Projects required a total of 120 TSE's across three call centers – Total Annual Contract Value \$3.2MM**

Created detailed engagement process and trained customer advocacy group in Bangalore, India which included opening introductory phone script, qualification process, proper use of SFA tools, and follow up collateral. Within sixty days, advocacy group was generating 2-3 qualified leads per week creating six new clients in 2005.

- Inside Team generated \$800K in Managed Service Revenue in 2003

Following 3COM's acquisition of TippingPoint Technologies in 2004 negotiated expansion of existing technical support project for Tipping Point to include Level 2 & Level 3 support for 3COM products. Sales process included negotiations across multiple divisions of 3COM ultimately leading to a three year 24X7 support agreement – **Total Contract \$1.8MM**

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ON Technology – Waltham, MA

July 1998 – September 2002

(Company Acquired by Symantec in 2003)

Advanced software platform for managing a range of computing devices and applications over diverse network infrastructure including Servers, desktops, mobile PCs, and handhelds. Company's technology enables Corporations, ASPs, MSPs to deploy complex business applications including operating systems, content and asset management tools from a central management console.

Director Enterprise Sales/Channel Development

March 2000 – September 2002

Promoted to national position and given responsibility to develop "Go To Market" plan to launch company's national and international partner program. Strategy included targeting Fortune 100 companies in the telecommunication (Sprint, MCI), financial (UBS, Wells Fargo, Bank One), and health care industries (Humana, Advocate Health Care) in an effort to create opportunities for national and international integration companies. Expanded program to include a number of national ASPs (Exodus, USInternetworking, and Corio) and led the team that adapted technology to facilitate remote hosting solutions in support of E-mail, SFA, and Business Intelligence applications

Accomplishments:

Developed product roadmaps & strategies, performing customer research, delivering market requirements, managing product launches, creating sales tools, determining optimal pricing, creating product positioning, working with press, market analysis and P&L creation.

Created cooperative marketing programs targeted to specific roles of partners, (ASPs, Integrators, etc)
Negotiated national and international resellers agreements with 15 partners including Unisys, Compuware, Compucom, Decision One, and Miramar Technologies

Played an integral role in securing migration opportunity in partnership with Unisys Global Services group that included Network Assessment, W2K remediation, and deployment of 1700 desktops into an existing NT environment –

Total Engagement \$480K

Regional Sales Director (With Quota Responsibility)

July 1999 – March 2001

Built regional sales organization to include three Enterprise Sales Specialists, and two Technical Supports Specialists covering 16 state geographical region.

In addition to driving revenue into National Telco accounts (MCI, Ameritech) as Regional Manager, also responsible for developing close working relationships with companies like Tivoli, CA, EDS, and IGS to help drive engagement opportunities with companies change management platform

Accomplishments:

Generated \$770K in Sales over first ten months of employment beginning in 1999

Generated \$2.4MM Sales in 2000 against sales quota of \$1.60MM

Generated \$3.7MM sales in 2001 against quota of \$3.0MM - Number One Region Nationally

Developed complex engagement opportunity with Kellogg Company, which included the migration of 1100 desktops to • W2K and the integration of ON Technology's enterprise management platform with Tivoli Framework - **\$2.65 MM**

National TechTeam - Great Lakes Regional Manager

November 1994- July 1998

National TechTeam is an international company providing IT services to Fortune 1000 companies providing a Single Point of Contact to Fortune 1000 companies to consolidate the implementation of various service offerings including Call Center Services, Asset Management, SFA, CRM Solutions, Networking & Systems Integration, Messaging, and Project Management.

Responsible for the development of a regional sales and marketing strategy focused on the development of company's suite of service offerings. Required complete makeover of sales organization, which focused entirely on previous management's strategy of white box and hardware sales.

Personally create and drive revenue opportunities with clients here in the Midwest. Additionally responsible for managing and building internal Call Center support process capable of managing Level I & II, On-line, and pre-sales support for multiple clients.

Accomplishments:

Effectively grew the Great Lakes Regional office from less than \$1MM in annual revenue to almost \$14MM in annual service revenue over a five year period. Personally closed multi-year support contracts with US Robotics, John Deere, and 3COM.

Performed evaluations and analysis for definition and establishment of new ventures, overseeing all strategic plans and sales functions, to successful business enterprises.

In the first six months, personally secured region's first OEM Call Center contract with US Robotics, later 3Com, generating revenues in excess of **\$270K per month**.

Within three months original project expanded to 40 CSRs and launched US Robotics first corporate wide CRM program based on Siebel platform - **Total contract value \$4.5MM**

Negotiated Pre-Sales support engagement with 3COM, Santa Clara, implementing unique SLA based on first call resolution, call duration, and escalation metrics. Deployed 20 CSRs on project and consistently performed according to SLA for duration of contract - **Total Contract \$1.4MM Annually**

Professional Training

Kuppinger Cole - Life Management Platform - 2011

Executive Conference " The Internet of Things" -2010

Max Sacks "Track Selling System" 2003

Covey Management Training 1998

Quantum Solutions Sales Process 1997

Xerox Professional Selling Skills 1995

IBM Conceptual Selling 1990

Novell CSA Certification Course 1996

3Com Remote Access Certification Course 1997

Lessons in Leadership - How to survive in uncertain times, Tom Peters. 1992