

Michael Hyatt

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About Michael Hyatt

Strategic Sales & Marketing Leader with over **US\$350M** in Career Sales attainment! Excellent work ethic and strong sales closing ability. Possesses extreme integrity and honesty in the sales process. 27 years of F2F Sales Experience focusing on Enterprise, Education, Government and Healthcare organizations. Michael possesses a strong sense of professionalism, he's a born Leader and Winner!

- ✓ Excellent at **Lead Generation, Appointment Setting, TeleSales, Outside Sales, Leading Sales Teams**
- ✓ **Founded Ascent Digital Marketing - ADM** (Business Setup/Registration; Business Branding/Consulting; Web Development/Design; Digital Marketing; BPO Call Center Campaigns Solutions and 3rd Party Business Solutions to clients in the USA, Canadian, Australian and New Zealand Markets.
- ✓ **Achieved over 100% of Revenue** and margin sales targets at FUJITSU in all 3 years there
- ✓ **Averaged over 108+% Quota attainment** in 7 Years at LENOVO in Account Executive & Sales Director roles
- ✓ **#1 Sales Director at Gateway** in Notebook and Enterprise sales in 2007 and 2008 - 125% of plan
- ✓ Built Pacific Western Sales Territory at LexisNexis from \$2M in 2000 to over \$14M in 2006!
- ✓ **#1 IBM Account Executive (companywide) in 1998/1999** - \$55M in combined revenue 1998-1999
- ✓ Top Field (Face to Face) Sales and Marketing performer for 25 years (1995-2020)

Exceptional Business Development & Marketing Strategist extraordinarily strong in the areas of sales, marketing, business development and strategic alliances

- ✓ Strategic Sales Consultant - Builds strong executive relationships across with strategic customers that RESULTS in achieving all Revenue and Profit targets as well as lasting customer relationships across multiple layers of organizations.
- ✓ Sales Leader or Sales/Team Contributor – The rare ability to be a Top Sales Contributor with Sales Leadership and Experience to Lead as needed or required
- ✓ Team Player and Tireless Contributor – Works long hours, nights, weekends to get the job done and achieve Revenue and Profit targets and objectives.
- ✓ Resources – Understand the value of team and using internal resources in a “team” selling approach.

Education

BSc DEGREE - Business/Marketing, Cum Laude, Anderson University, South Carolina 1993

Certifications

SALES CERTIFICATIONS – Miller Heiman (2009); Sandler Sales Training (2006); SPIN SELLING (2010)
WORKDAY - HCM, Integration, PM & Finance Certifications (2017, 2018)
ORACLE – Oracle Database Design, Oracle Java Fundamentals, Oracle SuiteCloud Developer, ERP CON
SAP – SAP Active PM, SAL Certified Associate
PROJECT MANAGEMENT – PMP (Project Management Professional Certification) (2014)
CRM CERTIFICATIONS – Salesforce CRM Certification (2017)

Career Experience

ADM – Digital Marketing, Web Development and Call Center BPO Services (USA Market)

January 2018 to March 2021

Global Vice President of Sales & Marketing & Co-Owner/Founder

- ✓ Launched ADM (Business Setup/Marketing/Branding; Web Development/Design; Digital Marketing & Marketing Solutions; BPO Call Center Solutions and 3rd Party Solutions) in Jan 2018
- ✓ Built a Sales & Call Center Team focusing on Start-Up, Small and Medium Business Clients in the USA, Canada, New Zealand and Indonesian Markets
- ✓ Helped ADM grow from NO REVENUE and No Clients in 2018 to over 100+ NEW CLIENTS and Logos and over US\$500K+ in REVENUE in the first 24 months of operations

FUJITSU AMERICA – World Leader IT hardware and software solutions (\$45B+ Company)

April 2013 to Dec 2017

Sr. Enterprise Account Executive (Western Canada and Western USA)

- ✓ Achieved 102%, 108% and 105% of revenue and 100+% of margin quota in 4+ years at FUJITSU and Closed LARGEST Win 10 Tablet Project in FUJITSU company HISTORY with LARGE USA Retailer
- ✓ Acquired several key NEW customers across SEVERAL INDUSTRIES that had never previously done business with FUJITSU

LENOVO – Largest Computer Manufacturer in the World (\$75B+ Company)

October 2008 to February 2013 (Western Canada and Western USA)

Sr. Enterprise Account Executive

- ✓ Achieved RECORD USD\$16M+ (or 182%) in sales quota attainment in 2010 all in an acquisition role and Achieved an over 100% Sales and Profit quota in 3 consecutive years 2011, 2012 and 2013
- ✓ Sold LENOVO IT hardware solutions to customer in Enterprise/Corporate and Education (Higher Education and K12 Education) and acquired several key NEW customers in the Global, Large Enterprise, Education and Government sectors

GATEWAY – 4th Largest Computer Manufacturer in the North America (in 2008)

Dec 2006 to Sept 2008

Executive Sales DIRECTOR (Western Canada and Western USA)

- ✓ USD\$120M+ yearly quota, finished 2007 at 130% and 2008 at 105+% and Managed 8-10 Field Account Executives with dotted line to 12 Inside Account Managers
- ✓ Executive Sales Director for Public Sector (Local Government and Education), Healthcare and Large Enterprise Clients and Achieved USD\$138M in Yearly Sales (115% of plan) in 2007

LexisNexis - Worldwide leader in Public Records & Risk Management Solutions

Jan 2002 to Nov 2006

Sr. National Account Manager (Western Canada and Western USA)

- ✓ Achieved over USD\$3M in 2005 and USD\$4M in 2006 sales revenue - over 100% of sales plan
- ✓ Sold LexisNexis public records and database solutions to over 3000 clients (C-Level CIO and CEO level) within Financial Services industry, Global and Fortune 1000 clients as well as Public Sector (Higher Education, K12 Education and Local Government). Over 3000 accounts

IBM (NORTH AMERICA) - Largest Technology Solutions provider in the world

Aug 1993 to Jan 2002

Executive Account Manager

- ✓ Closed over USD\$69M in revenue for IBM between 1996 and 1999, a sales record for the position
- ✓ Y2K (1999) RECORD SALES for IBM Enterprise Midrange Systems and Managed K12 and Higher Education Accounts in Western USA and Western Canada
- ✓ #1 Field Public Sector Account Executive for IBM Credit Corp