RAY ROHOMAN

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**Technician / Systems Specialist**

IT professional experienced in helpdesk, onsite and infrastructure management and projects

* Excellent customer service skills
* Remote server/workstation /endpoint management
* Virtualization / Cloud Technologies
* Disaster recovery

**PROFESSIONAL EXPERIENCE**

**XNT Systems / Cogent** Los Angeles/ Pasadena CA **Apr 2017 – present**

**Consultant / Account Manager**

Identify new business opportunities within a national sales territory and target market segment of multi-site corporate entities and opportunities through direct calling, emailing and other contact efforts to qualify and generate new business by working with key business decision makers and technology/ channel business partners.

* Consultative sales with C-level decision makers and stakeholders of corporate and public sector entities securing Managed Service agreements as their primary trusted partner provider for Cloud, on-premises, hybrid and Data Center projects, security and infrastructure management and monitoring, business continuity and disaster recovery, as well as voice services.
* Leverage consultative and relationship building selling techniques to identify current and future connectivity solutions
* Assist Cogent customers and prospects by positioning services for new business utilizing internal resources
* Achieve monthly revenue goals by selling into corporate and commercial multi-site professional firms

**Micro-World / XNT Systems**, Los Angeles, CA **Jul 2005 – Mar 2017**

**Account Executive / Consultant**

Sales of IT solutions (hardware/software) and services to Corporate/SMB, Public sector (Federal/ State/Local government), educational and non-profit accounts. Consistently overachieved revenue sales goals and profitability on a monthly/quarterly basis.

* Influenced clients on selection of hardware, software and licensing, IT storage and networking security solutions.
* Leveraged manufacturer / channel and other IT partner competencies to gain market share and win incremental business.
* Consult on projects with Partners to leverage creative financing in securing deals.
* Sales quota of hardware/software - $1M per year and Managed services contracts $200-250K per year in recurring revenue.
* Commitment to customer service, building productive relationships, resolving complex issues to win customer loyalty.
* Managed IT services, Business Continuity, Disaster Recovery, Infrastructure, networking, and security and VOIP solutions.

**Ingram Micro, Inc.,** Santa Ana, CA **Dec 1996 – Jun 2005**

Fortune 100 worldwide distributor of IT products and services

**Sales Representative**

Sold IT products and services to value added resellers overachieving revenue sales goals increasing profitability.

* Increased market share in all categories including hardware, software, and licensing services to VARS / consultants.
* Identified and targeted accounts driving specific manufacturer products and services thereby increasing annual revenue.
* Promoted and influenced key areas of growth by identifying and maintaining strong relations with manufacturers and customers and driving vendor programs.
* Drove profitability and repeat business by leveraging manufacturer programs for hardware, software and licensing.

**Merisel Inc.,** El Segundo, CA **Account Executive 1993 – 1996**

**New Technologies Inc.,** Santa Fe Springs, CA **Sales/Account Representative 1991 – 1993**

**Litton Computer Services,** Woodland Hills, CA **Computer Operator 1988 – 1991**

**EDUCATION**

* Brand College – Cisco Certified Network Associate CCNA curriculum –Glendale, CA
* Diploma in Computer Electronics and Technology and Computer Operations - Computer Learning Center, Los Angeles, CA
* Business and Computer Programming coursework - Los Angeles City College, UCLA Extension, Los Angeles, CA

**SKILLS**

* Microsoft Win 7/8/10, Server 2008/2012/2016, Office 365, Cisco Certified Network Associate CCNA curriculum, Linux
* Microsoft Azure and Microsoft 356 Business / VMware Sales Professional (VSP)
* Veeam Sales Professional (VMSP)