**Daniel J. Ashcraft**

26091 German Mill

Franklin, MI 48025

248.225.3957

danashcraft@comcast.net

**Career Summary**

An extensive and accomplished career in Enterprise Unified Communications, Public/Private Cloud Applications, and Multi-Media Data Networking. My roles have included consultation, solution design, account management, sales, project management, and ongoing customer support. I have experience both working with industry leading companies and starting and building companies as a successful entrepreneur.

**Value Proposition**

Team leader focused on achieving customer business objectives resulting in meeting or exceeding company objectives. A history of winning complex sales. I employ a consultative sales approach beginning with C-Level business objectives and developing and delivering solutions that contribute to the achievement of those objectives.

Integrity, leadership, a strong work ethic, and broad industry knowledge, form the foundation of my success in delighting customers and producing consistent positive results.

**Professional Experience**

**BSB Communications**, Sterling Heights MI – Account Executive 12/2017 to Present

BSB Communications is a leading provider of Enterprise Class Unified Communications, IP Networking, and IT systems and services in Michigan and N.W. Ohio. BSB represents leading technology partners including Mitel, Cisco, and Microsoft.

**Windstream,** Bingham Farms MI – Sr. Account Executive, Advanced Cloud Communications 11/2016 to 11/2017

Windstream (NASDAQ: WIN), is a FORTUNE 500 company, and a leading provider of advanced network communications and technology solutions for consumers, small businesses, enterprise organizations, and carrier partners across the U.S. providing data, cloud, unified communications and managed services solutions.

**Accomplishments** Won 700 seat Unified Communications as a Service, “UCaaS” contract

Top 3 funnel on UCaaS West Sales team across 22 states

UCaaS sales and support lead for 6 network sales teams in 4 states

***ERSA Group****, Detroit MI**– Sr. Consultant 12/2015 to 11/2016*

A full-service enterprise IT systems and services provider offering consultation, implementation, management, data center colocation network security and Cisco Multi-Cloud services.

ERSA Group is a certified sales and service partner with leading technology partners including Cisco Systems, Microsoft, IBM, EMC, Oracle, HP, and Dell.

**Accomplishments** Developed and executed company marketing plan

Lead Quicken Loans “Family of Companies” IT support sales engagement

Technical solution designs and sales

**TelTrader**, Commerce MI- Principal 2/2009 to 12/2015

A national telecommunications and IP systems and services support provider offering telecom carrier customer premise support including, new service cutovers, structured cabling, outside plant, technology path and cost containment consultation, and LAN/WAN networking design, implementation, and support.

**Accomplishments** Developed processes and managed all aspects of the business.

Developed and executed business plan

Increased year over year revenue by 30%

## Daniel J. Ashcraft Resume, Page 2 Continuation

**Media-Direct**, Bloomfield Hills MI – President - 4/2005 to 2/2009

Multi-Tenant Residential Triple Play, “Internet, TV, and Telephone” services provider. Media-Direct was merged with a competitor, NeX3 in 2009.

**Accomplishments** Conceived of and developed the business plan

Developed financial plan and raised capital

Directed marketing, sales, and operations

## AT&T, Southfield MI – Sr. Account Manager, Large Business 1/2002 to 4/2005

AT&T Inc. is an American multinational telecommunications conglomerate and is the world's largest telecommunications company.

**Accomplishments** Managed an assigned module of large business customers

Network sales leader, ranked 18th of 150 Account Managers in five-state region

CPE sales leader with Cisco Call Manager

Managed account teams in solutions design and deployment

Analyzed complex billing reducing cost and identifying new sales opportunities

**Avaya**, Southfield and Farmington Hills MI – Senior Account Executive 6/99 to 12/01

A Fortune 35 company and global leader in the development, manufacture, and sale of enterprise and carrier class communications and network equipment and applications. Provides unified communications and IP network systems.

Avaya’s national direct sales force was sold to and transitioned to Expanets in 2000.

**Accomplishments** Aggressively prospected and consistently had sales above quota

Turned a cold call into a $500K systems / $10K monthly recurring order

Consultative sales approach focus resulted in leading close ratio

**The Phone Store**, Farmington Hills MI - Principal 1992 to 1999

An enterprise telecommunications systems and carrier services provider.

**Accomplishments**  Developed and executed business plan

Managed all aspects of the business

Annual sales increases with 30% to 40% revenue growth

AT&T Local Services channel partner creating monthly recurring profits

**Education**

Northern Michigan University, Marquette MI - Business Administration Major

**Proficiencies**

Microsoft Office Suite

Sales Force

CorsPro

**Certifications**

Microsoft Project Management

The New Strategic Selling

Target Account Selling, (Strategic Complex Project Sales Process)

TIA Certified in Convergent Network Technologies

Mitel Sales Professional MiVoice Business Solutions 2017

Dale Carnegie