

This is an excerpt from a personal yearly retrospective of 2018, part of a VisualCV experiment in embracing brand building in new public styles, please find the main content at: <https://bit.ly/MattSchneider-VisualCV>.



Matt Schneider

18 Retrospective

Touch Points

Engagements

Measurements

Prospective

DELL Technologies



DELL EMC

Pivotal

RSA

SecureWorks

virtustream

vmware

Customer Touch Points....



Dell Technologies Engagement....



Forward



Pathfinders



Arrowhead



Community Engagement....



DELL EMC / World





A Gartner Company

CIO Summit

Scale **5** Survey Response
4.83 Relevance
4.67 Effectiveness

"Very knowledgeable presenter"

"Though provoking"



Architect to be an **ever-smarter business**

IoT Making Things Smarter
STRATEGY



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DELL EMC / World



Attendees **142**
Content 4.79
24% Presenter 4.90
Survey Overall
Response 4.84

"This s the most important session I will see all week. This one session justified the entire conference"

"Insightful and riveting content"

"Great, lighthearted session on what could have been a very dry subject"

"This session made me feel like I'm not alone in the craziness that is our company policies and politics"

"This session was outstanding and motivational"

"Best Lecture ever"

"Outstanding session"

Measuring Success...

How do we measure success?

- "#1 Net Promotor Score
 - #2 Employee Net Promotor Score
 - #3 Market Share
 - #4 EBITA "
- Michael Dell

How do I measure myself against this?

To aid in answering this question, I created a survey I'm coining: Personal Impact on Net Promotor Score, or piNPS. If you are receiving this e-mail, it's because we worked together this year on customer activity in some way, I value your opinion, your feedback, and, I would like your participation in this survey"

piNPS - Matt Schneider - FY18

This is an informal survey to research the personal impact Matt Schneider has on our Net Promoter Score.

Your response is anonymous.

* Required

1. How likely are you to recommend Matt Schneider to your customers and colleagues? *

1 = Not likely at all

10 = Incredibly likely

1 2 3 4 5 6 7 8 9 10
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

2. Thinking back through FY18, I liked it best when Matt...?

Optional

Enter your answer

3. Looking forward into FY19, I'd like to see more of this from Matt.

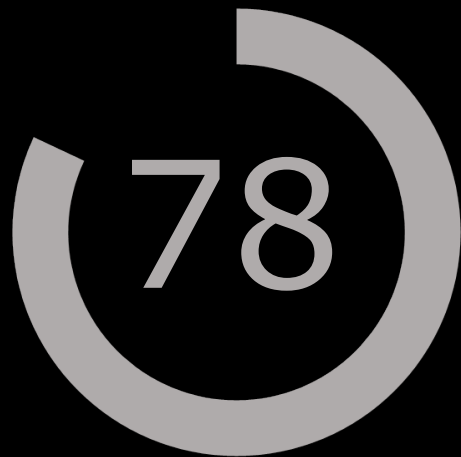
Optional

Enter your answer

Submit

Matthew Schneider
FY18 Close

Personal Impact
Net Promoter Score
piNPS



120 Surveyed
19% Response Rate
Survey Dates:
1/24/2018 – 2/4/2018

Dell
Baseline

36

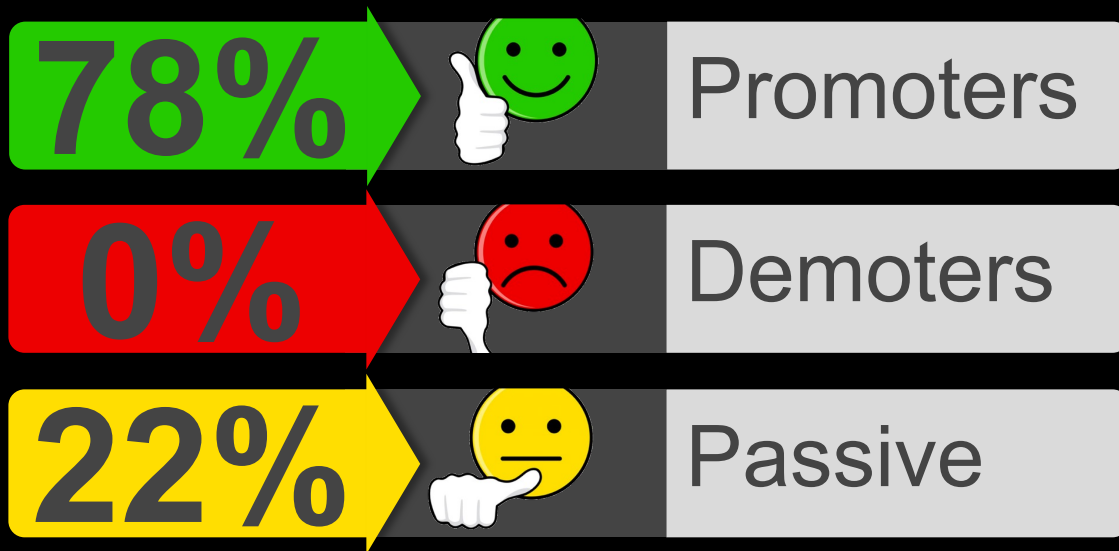
Enterprise
Baseline

35

2.4% Response Rate

Industry
Average

40



How likely are you to recommend?

1 2 3 4 5 6 7 8 9 10

NPS = % - %

I liked it when....

"His open communication and straight forward approach. "

"Knowledge and understanding, you get a feeling of trust."

"Got involved technically. He is one of the best minds at Dell EMC and helped me win millions of dollars."

"Share's his insight on what his customers are doing and how he is approaching them as a FCTO."

"Provided a Dell Technologies/Dell EMC Technology Overview for one of my customers. The customer shared that it was one of the best updates they had seen and had a better understanding of the breadth of solutions we offered as Dell/EMC combined with the others businesses that make up Dell Technologies."

"Matt is extremely well versed in all areas of transformation. Excellent leading strategy discussions with executives."

"Creative and willing to break glass. Customer engagement is excellent."

"Provided deep coverage of technology topics, introduced innovative ways of approaching tasks such as meeting agenda styles, developed methods to gain insight into team data."

"Awesome advocate for the customer and great teammate."

"Takes over a meeting with the sales team or customer and gives great feedback on what he has done in the past that worked or didn't work. The breath of knowledge he has is great."

"Matt has seen things, done things, broken things, repaired things, and taken things from idea to reality. He is a trusted source of what is real and what is possible."

"He can relate very effectively with CXX customers."

I'd like to see more of....

"More engagement with my customer on charting IT strategy and vision. "

"Share his customer engagement best practices with the broader CTO team. There is a lot to learn from his knowledge of the tech space and engagement methods."

"Tailored strategic customer planning for specific accounts."

Continue to get in front of customer executives to guide strategy.

"Feel more comfortable asserting his thoughts, processes and opinions."

"I am looking forward to learning a little bit more from Matt. I know that our account focus will be much smaller and the opportunities to learn and work together will be greater."

"Getting him to do more in my accounts."

"I know we don't always have a reason to get you here, but the times you came down and we put you in front of our customer it was great. I need to be more proactive and seek you out, but maybe there is a compromise and you are in the area more and I piggy back off your visits."

"More knowledge sharing to a broader audience."

His face! But seriously, his ability to mentor will be critical to our success.

"He doesn't blog anymore which is disappointing."

"More involvement with the larger deals in the area."

"Wearing the executive hoodie... stylish and comfortable!"

19 Prospective

In FY18 we grew the US (customer spend) 4x year over year growth. None of this spend was organic refresh, rather demand we created by evaluating the performance and architecture of existing systems and building an ROI model around mid-cycle refresh.

This growth was hard fought, against internal detractors, against partners with alternative revenue plans, even against (customer) politics; there is far more opportunity looking forward with the right plan and team in place.

Looking forward, with the account team strengths we've put in place, locally and globally, I'm going to work on deepening the relationships across (customer). Building a more exhaustive viewpoint of the technical situation and growing trust with the infrastructure through improving the environment. While continuing to evangelize around emerging trends with the architecture group and leadership.

I also see a large opportunity to help both (customer), and the Dell EMC team, by bringing together the global account team with more collaboration. While (customer) might choose to act independently in geographies, we can better leverage our internal knowledge through sharing approaches.