

# Rod Morrison

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## Professional Summary

Cybersecurity-focused Solution Engineer with 7+ years of experience driving technical sales and integration solutions within SaaS and data analytics. Proven ability to bridge the gap between technical capabilities and client needs, specializing in pre-sales engineering, customer onboarding, and technical project management. Expertise in cloud platforms (AWS, Azure), scripting (Python), API integrations, and security solutions. Passionate about leveraging predictive AI and preemptive technologies to combat cyber threats and enhance brand protection. Seeking to contribute to BforeAI's mission of delivering innovative cybersecurity solutions for a safer cyberspace.

## Skills

- **Technical Skills:** Python, API Integrations, Cloud Hosting Architectures (AWS, Azure), SaaS, DNS Protocols, Security Tools, Data Analytics, ETL/ELT, SQL, ML/AI
- **Solution Engineering:** Pre-Sales Engineering, Technical Consulting, Solution Architecture, Proof-of-Concept Development, Customer Onboarding, Technical Training, Project Management, Documentation
- **Communication & Collaboration:** Client Engagement, Technical Presentations, Cross-functional Collaboration, Stakeholder Management, Problem-Solving, Mentorship

## Experience

### HungerRush – Sales Engineer (2023 – 2023)

- Developed the technical sales, marketing, and go-to-market execution plan for a new GenAI ordering system, aligning customer needs with tailored solutions.
- Managed the installation, onboarding, and operationalization for the North American Enterprise customer base, ensuring seamless integration and support.

- Installed, configured, troubleshooted, and supported client deployments on-premises and in the Azure Cloud, demonstrating expertise in cloud hosting architectures.
- Increased enterprise account retention by 25% through strategic solution sales strategies, directly impacting revenue growth.

#### **Highspot – Manager, Solutions Consulting (2022 – 2023)**

- Developed go-to-market readiness plans, identifying gaps and ensuring the team was trained and equipped to achieve annual goals.
- Championed solution-selling mentorship and coaching, enhancing the team's ability to secure technical wins and build strong client relationships.
- Participated in opportunity review meetings, providing technical insights and recommendations to optimize sales strategies.
- Maintained customer satisfaction by working cross-functionally to resolve product problems, demonstrating a commitment to client success.

#### **Contentsquare – Head of Solutions Consulting (East & LATAM) (2017 – 2022)**

- Promoted from Senior Sales Engineer to lead the Solutions Consulting team, driving significant year-over-year revenue growth.
- Built and led a top-performing post-sales engineering team, driving adoption, customer retention, and improving NPS and CSAT scores.
- Provided technical leadership to drive services and solution integration across multiple geographies, collaborating effectively with Account Executives and Managers.
- Developed and delivered comprehensive onboarding programs for new team members, mentoring and coaching new hires on sales engineering skills.

#### **Datameer – Manager, Solutions Engineering (2015 – 2017)**

- Developed and executed end-to-end sales and expansion strategies, driving new enterprise client acquisition and expanding existing customer relationships.
- Developed and executed the go-to-market strategy for Latin America, demonstrating an ability to adapt and tailor solutions to different markets.
- Championed customer success and client relationship management, proactively addressing implementation and adoption issues to ensure client satisfaction.

- Developed demonstrations, presentations, and other sales and marketing assets, showcasing strong communication and presentation skills.

### **Certifications:**

- Google Cloud Public Profile: [https://partner.cloudskillsboost.google/public\\_profiles/4e087ef0-ed5c-48b5-b763-8e5ade38459e](https://partner.cloudskillsboost.google/public_profiles/4e087ef0-ed5c-48b5-b763-8e5ade38459e)
- Snowflake Sales & Technical: <https://certificates.confluent.io/profile/shaded5458/wallet>
- Confluent Sales & Technical: <https://certificates.confluent.io/profile/shaded5458/wallet>
- Responsive Web Design, JavaScript
- Echelon Front Leadership Certification
- United States Army, 3rd Battalion / 11th Armored Cavalry Regiment | Bad Hersfeld, Germany
- Diploma in Computer Programming, Computer Learning Center, San Francisco