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# Rod Morrison

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- **LinkedIn**

- **GitHub**

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## Professional Summary

Data-driven growth leader with extensive experience in AI, data analytics, and cloud platforms within cybersecurity contexts. Proven track record in transforming data ecosystems to optimize customer acquisition, retention, and product adoption. Expertise in driving the integration of predictive technologies, with an emphasis on enhancing security measures against cyber threats. Adept at leading cross-functional teams to tackle complex technical challenges and ensure seamless deployment of innovative solutions.

## Skills

- **Technical Expertise:** Python, AWS, GCP, SQL, ETL/ELT, API Integration, Data Analytics, Cloud Hosting Architectures, Cybersecurity Tools

- **Sales & Solutions Engineering:** Pre-sales Engineering, Technical Consulting, Customer Engagement, Solution Design, Proof-of-Value Management, API Development

- **Leadership & Collaboration:** Cross-functional Team Leadership, Client Relationship Management, Training & Mentoring, Strategic Communication

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## Experience

**Raken Data Group – Head of Data Solutions**
*2024 - Present*
- Spearheaded the expansion into North America, driving customer acquisition and

enhancing revenue streams through tailored solutions. - Managed strategic partnerships with software providers, significantly boosting market share and brand recognition in the cybersecurity sector. - Leveraged data analytics to identify growth opportunities while ensuring that client systems are effectively integrated with RDG's predictive solutions.

### HungerRush – Sales Engineer
*2023*

- Developed and executed a technical sales strategy for a GenAI ordering system, aligning customer technology stacks with innovative solutions. - Increased enterprise account retention by 25% through effective solution-selling techniques and integration support within Azure Cloud environments. - Facilitated seamless onboarding and operationalization for clients, enhancing their experience with the product.

### Highspot – Manager, Solutions Consulting
*2022 - 2023*

- Led go-to-market readiness initiatives, ensuring the team was equipped to support annual growth goals through effective solution-selling methodologies. - Designed impactful demonstrations that showcased the value of products, incorporating technical insights and customer stories to deepen engagement. - Collaborated with cross-functional teams to resolve product-related issues, maintaining high levels of customer satisfaction.

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

- Drove significant YOY revenue growth by architecting rapid expansion strategies across North America and Latin America, achieving $3M in ARR. - Enhanced customer satisfaction and retention through the development of tailored onboarding programs and solution integration. - Championed technical sales campaigns that consistently exceeded targets, reinforcing brand recognition in the market.

# Education & Certifications

- **Certifications**:

- Google Cloud Public Profile

- Snowflake Sales & Technical

- Confluent Kafka & Flink Sales & Technical

- Responsive Web Design, JavaScript

- Echelon Front Leadership Certification

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