

Joe Wilson

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AI Lead

Experienced Senior Technology Strategist and Customer Success Manager with over 25 years of expertise in Microsoft Azure and M365, excelling in cloud solution adoption and strategic customer engagement. Skilled in value engineering, strategy consulting, and pre-sales within cloud computing and technology sectors, with a deep understanding of AI technology. Proven track record in leading virtual account teams, managing executive stakeholders, and delivering creative digital transformation strategies. Recognized for significant achievements in boosting cloud solution consumption, developing AI-driven sales tools, and driving business growth through innovative sales methodologies.

WORK EXPERIENCE

Microsoft • Remote • 04/1998 – Present

Senior Customer Success Account Manager

- Orchestrated and implemented strategic customer engagement plans that boosted cloud solution adoption rates by 35%, significantly elevating customer satisfaction metrics across key accounts using my technical knowledge of Azure and M365.
- Led and directed the virtual Account Team in aligning with customer goals, which improved strategic insights into customer operations and support experience.
- Championed a robust training program that maintained 100% on-time delivery, ensuring team proficiency and readiness in supporting customer needs and organizational goals within 3 months.
- Worked closely with Microsoft partners to retain and grow the consumption of our solutions, implementing targeted engagement strategies and partnership enhancements.
- Received an Honorable Mention Award (out of over 40,000 projects) in the 2023 Microsoft Hackathon for developing and leading a project to create an AI sales co-pilot in Axure to train and guide our field sellers with our sales methodology.

Senior Technology Strategist

- Collaborated with Strategic Enterprise Accounts to drive cloud innovation and adoption (M365 and Azure), aligning with the company's vision. Utilized strategic thinking and effective communication to deliver creative strategies for digital customer transformation.
- Assumed the Virtual CIO and Technical Sales Leader role, overseeing diverse technology teams to architect solutions across Microsoft's cloud platforms. Demonstrated leadership and teamwork skills in directing partnerships with Microsoft, partners, and customers to advance cloud technologies, adoption, and usage.

- Established and maintained meaningful connections with customer-facing relationships with key stakeholders, including CEO, CFO, CTO, CDO, and CIO, fostering trust and collaboration.
- Collaborated with the corporate business development team to secure exclusive agreements with customers for the implementation of Microsoft's cloud in extensive B2C and B2B cloud-based solutions. This involved leveraging negotiation skills and strategic thinking to foster partnerships beneficial to both parties. Additionally, orchestrated joint marketing activities to enhance brand visibility and attract new clients. This initiative showcased effective communication and relationship-building skills, providing the rest of the US sales team with valuable customer references to drive further business growth.
- Achieved significant revenue growth by implementing advanced sales methodologies, exceeding assigned quotas consistently. Leveraged strategic planning, relationship-building, and persuasive communication to drive sales and meet revenue targets
- Founded and led a proactive field outreach program, focusing on the timely acquisition and distribution of competitive sales materials, significantly improving response times to market opportunities by over 50%.

Enterprise Mobility and Device Strategist

- Developed and delivered "Compete Clinic" content and training across multiple territories and to US-based partners for three consecutive fiscal years, enhancing regional understanding and application of competitive strategies.
- Engineered specialized content and technical solutions for device selling, systems management, and virtualization technologies, culminating in multiple successful company-wide sales enablement events.
- Collaborated with global account teams to tackle competitive opportunity escalations, providing expert advice on sales strategies, competitive intelligence, and customer engagement, boosting our deal win rate by 35%.
- Founded and led a proactive field outreach program, focusing on the timely acquisition and distribution of competitive sales materials, significantly improving response times to market opportunities by over 50%.
- Participated in monthly Rhythm of Business (ROB) meetings with various product groups, identifying and strategizing against sales blockers, which led to the formulation of actionable plans to alleviate field challenges in product development.
- Designed and delivered Executive Briefings on the business and technical value of systems management, devices, and virtualization across districts, addressing trends like BYOD, and Enterprise Client Management, which resulted in strengthened client relations and increased business opportunities. Maintained a 100% customer satisfaction rate on sessions delivered.

Sales and Technology Account Executive

- Collaborated closely with management and sales teams to provide comprehensive technology and business sales support for large corporate clients, demonstrating strong teamwork and communication skills to solve their business problems.

- Enhanced customer relationships by delivering exceptional service and acting as a trusted advisor to clients. This involved effectively mapping their business needs to our technology solutions, showcasing my client management and strategic planning capabilities.
- Developed and presented detailed business value and technology presentations to IT decision-makers (ITDMs) and business decision-makers (BDMs), highlighting my expertise in persuasive communication and technical knowledge.
- Supported partners and channel members in generating and successfully closing sales opportunities, evidencing my ability to drive revenue growth and foster collaborative business relationships.
- I was recognized as one of the top three Area Technology Specialists in the US and received the Central Region Technology Specialist of the Year Award. This accolade underscores my technical proficiency, dedication, and outstanding performance in a national context.

Senior Incubation Technical Product Specialist

- Collaborated closely with management and sales teams to provide comprehensive technology and business sales support for corporate clients for products still in incubation status, demonstrating strong teamwork and communication skills.
- Enhanced customer relationships by delivering exceptional service and acting as a trusted advisor to clients. This involved effectively mapping their business needs to our technology solutions, showcasing my client management and strategic planning capabilities.
- Developed and presented detailed business value propositions and technology and sales training to IT decision-makers (ITDMs) and business decision-makers (BDMs), highlighting my expertise in persuasive communication and technical knowledge.
- Supported partners and channel members in generating and successfully closing sales opportunities, evidencing my ability to drive revenue growth and foster collaborative business relationships.
- Responsible for working with customers and sales field teams to collect product feedback and provide strategic recommendations to the product group to implement and fix key features.

Senior Technical Product Marketing Manager

- Developed Windows sales and marketing product demonstrations tailored for delivery by field technical sales teams and partner programs, showcasing my ability to create impactful, technical presentations that resonated with multiple audiences in a fast-paced, changing environment.
- Conducted in-depth analysis and created competitive content for the external sales force and partners, enhancing their ability to engage potential clients effectively for many different customer use cases. This role demonstrated my analytical skills and ability to synthesize complex information into actionable insights.

- Gained a deep understanding of how large customers utilize Windows Server, and leveraged this knowledge to produce detailed case studies. These studies not only highlighted successful scenarios but also provided practical, real-world applications of our products which reduce escalations to the product group by 60%.
- Managed all aspects of GTM field readiness, covering technical, marketing and incentive programs for key pieces of the Windows portfolio.
- Developed and executed the Windows launch demo that our CFO presented on stage to thousands of investors and corporate executives, showcasing my ability to work under extreme pressure and collaborate with our executive leadership.

Sales and Technology Specialist

- Played a pivotal role in engaging with large enterprise and medium corporate-sized customers as a technical presales expert for software collaboration solutions, demonstrating my deep technical acumen and effective communication skills.
- Actively promoted Microsoft solutions, consistently innovating to enhance technology vision and remove sales barriers, showcasing my ability to drive product adoption and solve complex customer challenges.
- Achieved outstanding financial results by addressing key accounts, securing a 180% year-over-year revenue growth, along with surpassing desktop and server sales quotas by 115% and 177% respectively, highlighting my strategic sales expertise and goal-oriented approach.
- Delivered an exceptional 240% year-over-year revenue growth through targeted account strategies, emphasizing my capacity for strategic planning and execution.
- Led, created content, and presented the largest Office and Windows product launches in the US, attracting over 10,000 attendees at each event and converting 93% into leads, reflecting my leadership in event management and ability to generate substantial lead engagement.
- Consistently received high feedback on technical presentations across the region, with a 4.82/5.0 rating across all marketing events, underscoring my presentation and public speaking skills.
- Orchestrated, created content, and presented the highly successful "Microsoft Office: The Other 80%" marketing event, showcasing my creative event planning and effective project management skills.
- Took on additional responsibilities as the Mobility Technical Lead providing sales and technical support for the central region, illustrating my adaptability and technical leadership.
- Recognized for my leadership and contributions with three prestigious awards within a two-year period: Peer Leadership Award, Top Contributor Award, and Goldstar Award, all of which underscore my peer respect, dedication, and excellence in performance.

Technology Account Manager

- Directed the Premier Support agreements for major enterprise accounts, fully assuming responsibility for customer satisfaction with Microsoft products and support, demonstrating my commitment to client success and product excellence.

- Collaborated with a virtual team to achieve 95% customer satisfaction, demonstrating strong teamwork and problem-solving abilities, resulting in increased customer retention and loyalty.
- Successfully transformed 4 strategic accounts from "somewhat satisfied" to "very satisfied" within just four months of assuming account ownership. This rapid improvement highlights my ability to effectively manage and turn around customer perceptions.
- Earned the Top Contributor Award, recognizing my exceptional performance and dedication to excellence in customer service.
- Secured dedicated support agreements with multiple strategic accounts, resulting in a 300% increase in revenue compared to the previous year, showcasing exceptional negotiation skills and strategic thinking.

Amazon Web Services (AWS) • Remote • 07/2020 - 08/2021

Sales Lead, Microsoft Platform

- Effectively communicated with global customers to analyze their current Microsoft infrastructure and provide a business strategy and technology roadmap for positioning and transferring workloads from Azure to AWS.
- Coordinated across departments and organizational roles, emphasizing the collaborative effort, to provide customers with the tools, strategies, and resources they needed to succeed on their cloud computing journey.
- Identified and implemented solutions for improvement/resolution of customer issues and concerns based on my extensive Microsoft background and experience.
- Mentored sales team members on company best practices and how to optimize sales based on previous experiences and passion for moving workloads to the cloud for both large and small organizations.

WORDLINK, Inc • Greater St. Louis Area

Senior Consultant

- As a Microsoft Partner and Microsoft Certified Trainer, delivered the official Microsoft curriculum to organizations, individuals, and partners while obtaining a 100% utilization rate.

EDUCATION

Bachelor of Science in Computer Science

Southeast Missouri State University

CERTIFICATIONS

AZ-900 Microsoft Azure Fundamentals

Microsoft

MS-900 Microsoft 365 Fundamentals

Microsoft

Microsoft Copilot Champion

Microsoft

AWARDS & SCHOLARSHIPS

Central Region Peer Leadership Award

Microsoft

Central Region Top Contributor of the Year

Microsoft

East Region Top Contributor of the Year

Microsoft

Goldstar Award

Microsoft

Central Region Technology Specialist of the Year

Microsoft

PROJECTS

MCEM Microsoft Copilot • 08/2023 - 09/2023

Project Name: MCEM Co-Pilot Idea Originator: Joe Wilson Executive Challenge: HackBox - Microsoft Global Hackathon 2023 - Hack for Customer Experience through AI Project Purpose: Introducing the MCEM Copilot! Based on your role, walks you through the MCEM process, whether an action is coming from an email, an opportunity needs to be updated in MSX, or the correct partners need to be introduced to the customer. MCEM copilot will streamline your day-to-day MCEM activities, drive fast time to solutions and increase customer satisfaction. Problem / Opportunity: While MCEM (Microsoft Customer Engagement Framework) is a good methodology for our customer success and sales teams, it can be complex and cumbersome at times. Resulting in delays impacting the customer, slow time to value, poor customer satisfaction and revenue impacts to Microsoft. **How to use it: ** Ask MCEM co-pilot a question related to your MCEM journey and receive feedback on the next appropriate step or activity. Receive proactive MCEM recommendations highlighting opportunities for end-users that need attention and provide recommendations on next steps. Stop fusing with many dashboards and easily have MCEM copilot give you the top milestones or actions that you need to take. How it works The solution uses the Retrieval Augmented Generation (RAG) pattern to provide information on questions related to MCEM process and MSX Opportunities and Milestones. MCEM process-related documentation has been indexed in Cognitive Search, where we have leveraged the vector search capability that Cognitive Search provides. The MSX Opportunity and Milestones snapshot has been loaded to an Azure SQL database. Langchain SQL Agent has been used to convert Natural Language Queries to deduce the correct SQL query using GPT3.5 and then provide relevant answers to the user. The Application developed using Python has been deployed in Azure App Service and integrated with an Azure Bot in Teams.

VOLUNTEERING & LEADERSHIP

NO TIME TO SPARE ANIMAL RESCUE AND SANCTUARY • 01/2024 - Present

Dog Rescue Volunteer

Big Brother Big Sister Foundation, Inc. • 01/2011 - Present

Volunteer

Youth Baseball • 03/2008 – Present

Head Coach

St. Louis Baseball League • 01/2011 – 08/2016

Board Member