

# William Isengard

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## Education

### University of Phoenix, Albuquerque

2012-2013

- 21 Credit Hours Completed Towards MBA
- 3.89 GPA

### University of New Mexico, Albuquerque

Graduated 2009

Bachelor of Arts- Liberal Arts

- Graduated Cum Laude
- Interdisciplinary studies with focus on sociology and communications
- 3.66 GPA

## Employment Highlights

### JW Smart Solutions, LLC

Founder and CEO

June 2018-Present

- JW Smart Solutions is a consulting firm founded to assist commercial clients with designing, engineering, and brokering solar PV systems with the goal of maximizing ROI and easing the process of going solar.

### NM Solar Group

CEO

June 2017-June 2018

- Managed and scaled business operations for fast growing local solar company.
- Expanded headcount from seven employees to 53.
- 900% YOY revenue growth.
- Expanded Albuquerque operations center and opened new branch in Alamogordo, NM to serve southern NM and El Paso, TX.
- Secured \$300k in state and federal job training funds.
- Hired and established management and operations teams for project management, site managers, commercial engineer, marketing manager, quality manager, designer, and accountant.
- Additional responsibilities included HR, recruiting, IT, compliance, safety, bookkeeping, etc.
- Former Positions: Business Development Manager and General Manager.

### SolarCity (DBA Tesla Energy)

Field Energy Consultant

2016- 2017

- Outside sales of solar and battery backup systems for largest residential solar provider in the US.
- Responsible for full sales cycle including lead generation, pipeline management, system design, quote creation, proposal presentation, sale closing, project management, customer service, and referral generation.
- Utilized social media, networking events, event participation, direct engagement, and word-of-mouth marketing to generate leads.

### HP, Inc.

Corporate Account Manager

2014-2015

- Utilized consultative selling techniques to manage and support healthcare accounts in Liberty District (NYC and NJ), exceeding yearly revenue of \$18M+ and 110%+ yearly margin quota.
- Implemented and maintained PC product solutions within diverse IT environments via direct and indirect routes to market.

- Coordinated resources (field sales, technical specialty teams, administrative groups, service delivery, etc.) to meet customer needs.
- Played key role in account planning, pipeline management (Salesforce), and implementation of action items with field sales partners.

#### SMB E-Commerce Sales

2013-2014

- Direct sales of PPS and Enterprise products for SMB customers.
- Provided complete solutions from initial discovery evaluation through quoting, up-selling, follow-ups, and phone sales.
- Earned customers' trust and repeat business through right-sized recommendations, demonstrated technical knowledge, accessibility, and quick responsiveness.
- Team leader in sales every quarter with 228% sales quota average over last four quarters.
- Received team MVP award over several quarters and "Overachiever" award.

#### EB/PPS Pre-Sales

2010-2013

- Technical consultation, order processing, and lead generation for small and medium business customers, resellers, and ISRs for printing and personal systems.
- Technical consultation and sales assistance for enterprise systems (servers, networking, and DAS/NAS/SAN storage).
- Consistently met and exceeded all metrics for performance and quality.