**BRADLEY F. HERMAN**

8 Checkerberry Lane, Shrewsbury, MA 01545

(C) 774 275 7568

[bherman@townisp.com](mailto:bherman@townisp.com)

[http://www.linkedin.com/in/bradleyherman](http://www.linkedin.com/in/hermanbradley)1

**PROFESSIONAL SUMMARY**

**Dynamic** and **highly-motivated** Sales Engineer and Technical Account Manager with demonstrated success applying best-of-breed technologies to enrich client experience with innovative solutions. Adjusts quickly to fast-paced, high-energy environments. Solid technical, presentation, problem-solving and account management skills resulting in high levels of customer satisfaction and repeatable positive business outcomes.

**TECHNOLOGY SUMMARY**

Cloud File Services, Cloud Storage Gateways, Replication, Backup and Recovery, VMware, File Sync and Share (EFSS), Information Governance, Cloud Storage Gateways and Data Analytics, eDiscovery, Amazon S3 Cloud, Microsoft Azure Cloud, IBM SoftLayer Cloud, Object Storage, RESTful API, Backup, Encryption, Security, Archiving, MDM/MAM, SaaS, STasS, Deduplication, Microsoft Windows Servers, SQL Servers, RAID, Disk/Tape Virtualization, SAN topologies - Fibre Channel, SAN Optimization, IPM, DAS, NAS and Cloud-based Storage

**PROFESSIONAL EXPERIENCE**

CTERA Networks March 2016 – Present

**Solutions Sales Engineer – Enterprise**

CTERA Networks bridges the gap between cloud storage and local storage, providing optimized performance and end-to-end security. Our solutions accelerate deployment of cloud services and eliminate the costs associated with file servers, backup servers and tape drives. Service providers and enterprises use CTERA to deliver services such as backup, file sync and share, mobile collaboration, managed NAS and cloud on-ramping, based on the cloud infrastructure of their choice

* Clearly articulate features and differentiate companies' Product/Solution offerings to audiences ranging from engineers to CxOs to drive home our technological superiority.
* Design SOWs and manage POCs which tie back to specific use-cases and the customer’s success criteria
* Develop sales and technical training programs for internal/external audiences which was delivered to partners and end-user customers through live or recorded sessions
* Understanding a prospect’s needs and subsequently architect the proper solution to meet those needs
* Install and configure the CTERA Files Services Portal on-premise, in AWS, Azure or other Cloud Services Platforms as well as on their associated Object Storage
* Function as a technical subject matter expert (SME) and a critical part of our business development, sales and solutions team
* Extensive background in Cloud Backup/Restore, File Sync and Share (EFSS), Cloud Storage Gateways, Information Governance and Archiving.
* Create and deliver compelling demos of the CTERA File Services Platform
* Achieve and surpass sales objectives, and work with others to ensure successful implementation of software solutions
* Relay client feedback and requirements to Product Management in the form of business requirements and use case documents
* Perform web-based training (monthly) or ‘lunch and learns’ to educate prospects and evangelize our solution
* Respond to RFP/RFI documents

Citrix Systems September 2015 – March 2016

**Lead Sales Engineer, State and Local Government, US Public Sector, Northeast**

* Responsible for identifying and matching technology opportunities with the mission and objectives of State and Local Government agencies
* Channel Partner training and enablement
* Assist in developing business value propositions around Citrix products and solutions
* Leverage and maximize CSA, CSBA, SI and ISV partners as the fulfillment channel while working with Citrix end-user accounts on IT initiatives

Druva Inc. Sunnyvale, CA April 2014 - September 2015

**Sales Engineer – Enterprise**

* Support Channel Partners and their end-user customers through discovery calls, deep dives, PoCs and deployments (the entire sales cycle)
* Support the technical aspects of global OEM relationships with companies such as Microsoft, Amazon Web Services, J2 Global and Dell
* Develop training programs for reseller partners – created a learning and training platform for the AWS Innovations Center of Excellence
* Developed Sales and SE training material which was used both internally and externally
* Be the conduit for any and all technical issues with our product or through the integration of our product with partner value-added offerings
* Subject matter expert (SME) on the Amazon S3 Cloud platform and the Druva solutions sold through the AWS Marketplace
* Work with integration partners who integrate our cloud backup solution with their MAM/MDM offering
* Understanding the vendor’s offerings and work with the various cross-functional teams to integrate into our/their product suite and help drive go-to-market strategy
* Support OEM partner’s through authoring whitepapers, data sheets, demo scripts, Camtasia videos and SE training material to assist in their technical ramp-up

Virtual Instruments – San Jose, CA

**Sr. Support Engineer – Level 3** 2012-2014

* Provide support of Virtual Instruments flagship product – VirtualWisdom, for Fortune 100-500, Government and Channel Partners through customer and partner web sessions
* Travel to customer sites to support deployment engineers as appropriate
* Handle customer casework, capture logs, traces, databases and associated files for problem recreation in a lab environment and for escalation to engineering
* Attend daily-weekly account team calls to discuss support issues and any potential impact to the sales cycle
* Manage all aspects of the above to ensure exemplary customer satisfaction

Sophos Inc. Burlington, MA 2011-2012  
**Systems Engineer – Corporate**

* Responsibilities include demonstrating value and technical fit for all Sophos product offerings including Endpoint Security, Mobile, Email and Web security, Full Disk Encryption, and Network Access Control. Responsible for managing the technical sales cycle and achieving a technical win within the corporate and enterprise environments.
* Successfully work with cross-functional teams in complex sales cycles, in multi-vendor environments
* Work with sales team to continually qualify opportunities in order to accurately determine product fit, size and probability of closure.
* Create and deliver technical presentations to internal and external resources across multiple subject areas

Iron Mountain, Southborough, MA2006-2011

**Senior Sales Engineer – Global Reseller Channels**

Digital Business Unit - Provided pre-sales support for the entire suite of Iron Mountain Digital Data Protection products. Specialized in Cloud-based Storage-as-a-Service and Software-as-a-Service (STaaS and SaaS), FC, DAS and NAS topologies. As a technical consultant to the sales force and, as a member of the sales team, helped qualify business opportunities, develop client confidence, and win qualified business. Responsible for analyzing client needs, assisting the sales force in responding to those needs, identifying and addressing any connectivity or system integration issues, and implementing proof of concepts.

Owned the technical sale as well as all technical aspects of the customer/partner relationship. Educates, mentors and was the overall ‘Technical Evangelist’ to the partner and customer base.

.

**Accomplishments**

* Exceeded $21M quota by 15%, $25M quota by 40%, $29M quota by 26%.
* Contributed to switching red (dissatisfied) to green (satisfied) customers by triaging and escalating product issues with Corporate Support and Engineering.
* Supported Hewlett-Packard, Dell, EMC, IBM, CSC, ASC, and Capgemini on cloud computing platform as Technical Account Manager.
* Influences design, price, and marketing of new products and services as cross-functional product team member.
* Attends CSC, ACS, and cloud computing trade shows representing Iron Mountain data protection software.

Finisar Corporation, Sunnyvale, CA 2004 – 2006

**Systems Engineer**

Network Tools division, supported northeast region, federal government, and Canada on pre- and post-sales and implementation of Fibre Channel analyzer and underlying application software. Performed health checks on SANs, LANs, and wireless networks with the analyzer. Deployed, tested, and analyzed system issues. Conducted customer training on the analyzer. Worked in multi-vendor environments to test and troubleshoot system issues causing errors, and/or latency in their environment. Recommended and sold Professional Services.

**Accomplishments**

* Exceeded sales quota by approximately 30% annually.
* Maximized revenue potential and business development by 15% fostering reseller relationships.
* Acquired 4 federal government agency customers that were beyond scope of the typical customer base.
* Performed SAN health checks to analyze system degradation saving customers money by improving their resource utilization.

**EDUCATION**

A.S. Electronics Technology, Sheridan Technical College, Hollywood, FL

B.S. Business Administration candidate, Computer Science, State University of New York, Oswego, NY

**AWARDS and CERTIFICATIONS**

* Microsoft MCP
* Microsoft MCSE
* Citrix – CCSP
* Compaq/HP ASE
* Dale Carnegie Communicate with Confidence
* Sandler Sales Training – 6 years
* Iron Mountain Digital Total Customer Satisfaction Award
* Iron Mountain Digital Chairman’s Club Award 2007, 2008 and 2010
* TELSAM Survey Awards
* AT&T Quality Performance Award