

BRANDON MIDDLETON

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BUSINESS DEVELOPMENT & TECHNOLOGY PROFESSIONAL

I demystify technical things for customers/partners and turn opportunities into sales/deals

Summary

Experienced technical salesman with proven ability in cloud technologies, partnerships, software development, mobile apps, and marketing. Recognized for excellent sales, technical, and communication skills. Has demonstrated the ability to lead cross-functional teams. Results oriented, disciplined, empathetic, and a strong team player.

Experience

- 2017-present **SLALOM CONSULTING, *Business Development Manager***– San Francisco, CA
- Manage all sales & partnership efforts for SF enterprise prospects, clients, and partners in the technology and retail industries
- 2014-2017 **MICROSOFT, *Partner Sales Manager & Solution Sales Professional*** – San Francisco, CA
- Manage Microsoft productivity/mobility business and scale sales through partners (LSP, SI, and ISV) to retire NorCal District quota of \$200M
 - Directly manage 150 named accounts in the Fortune 1000 segment located in Northern California
 - Maintained relationships w/ CDW, Softchoice, SoftwareOne, SHI, SADA, Entisys, Groupware & more
 - Supported 8 account executives across the Corporate Accounts and Territory Managed segments
 - Provide GTM proposals and business value to Fortune 1000 executives around cloud adoption and usage (Office 365, Azure cloud computing, Enterprise Mobility Suite, Dynamics 365 etc.)
 - Perform partner enablement & practice building motions at partners to drive sales scalability & capacity
- 2009-2014 **CISCO SYSTEMS, *Systems Engineer*** – San Jose, CA
- \$150M team goal: responsible for growing sales, offering pre-sales support and a variety of customer and channel partner engagement activities across multiple Cisco technologies (Routing/Switching, Data Center, Security/Mobility, Collaboration/Video)
 - Grow Cisco business commercial accounts in Northern California: focused on sales activities aimed at ensuring successful business outcomes for customers in the Mid-Market segment (account planning, pipeline generation, executive briefings, proof of concepts, quarterly business reviews)
 - Provided direct sales and consulting expertise to provide business value inside and outside of my customers' IT organizations: forged relationships with C-level executives, VPs, Directors, and IT Managers across many of their lines of business
- 2008-2009 **CISCO SYSTEMS, *Cisco Fellow at the Wounded Warrior Project*** – Jacksonville, FL
- Authored IT standards, information security policies, and social media rules for their 100 employees and contractors to form a more solid technical foundation for the organization
 - Created data center network upgrade and implementation plans to improve their telephony performance, data security, and overall network throughput
 - Conducted cloud computing and data center consolidation research. Presented cost/energy/CapEx/OpEx savings options to the CEO and Board pertaining to on-prem vs hosted email boxes, migration from physical to virtualized infrastructure, and migration from PBX to VoIP telephony infrastructure
- 2006-2008 **CISCO SYSTEMS, *Software Engineer*** – San Jose, CA
- *Software development*: wrote features for and performed application co-residency feasibility studies around virtualization, system performance, and diagnostics on the five Cisco Unified Communications Management Suite products
 - *Quality assurance*: wrote and executed integration and interoperability tests for VoIP telephony applications on Cisco UCS servers (Cisco call processing, voicemail, and contact center applications)

Education

- 2012-2015 **UNIVERSITY OF CALIFORNIA, BERKELEY-HAAS SCHOOL OF BUSINESS**
- MBA, (*Emphasis in Entrepreneurship & Strategy, Student Vice President 2014-2015, Shapansky Scholar*)
- Co-founded GiveModo, a white label mobile/web application fundraising platform focused on churches, nonprofits, and small businesses (20 customers and \$125,000 in donations processed to date)
- UNIVERSITY OF ILLINOIS, Urbana, IL**
- 2002-2006 BS, Electrical Engineering (*Dean's List, Grainger Power Engineering Award, NSBE President 2005-2006*)

Additional

Board Member: ALearn, Volunteer Teacher: Citizen Schools, Mural Music & Arts Project: Executive Producer for 'History through Hip Hop 2014' album on Spotify, enjoy teaching music (piano, drums, bass)