Erik Maroney

Accomplished Sales Leader
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Accomplished technology sales professional with 20+ years of successful sales and marketing leadership (contributor and sales leader) working in complex environments. Strong contract negotiator, analytical thinker and problem solver.

Work Experience

MSP Enterprise Software Sales Manager
Hewlett Packard Enterprise - Micro Focus
April 2015 to Present

Sell Enterprise Software Portfolio to Managed Security Service Providers focused on IT Transformation projects (migration from bare metal to hybrid/ cloud environments). Software portfolio includes (but is not limited to):

• IT Operations Management – network automation/ orchestration, policy compliance/ management and single pain of glass event monitoring (NOM, UCMDB/ UD, Network Automation, OO, Ops Bridge), service management (SMAX).
• DevOps - Application lifecycle management (ALM), unified functional testing (UFT), and application security tools (Fortify and App Defender) for the SDLC and Application Monitoring (APM and Apprehender).
• Mainframe – Move, deploy and re-host mainframe applications (PlateSpin, Serna, Cobal).
• Enterprise Security - Internal IT extended out to the cloud – data protection (Voltage), Identity Access Management (NetIQ), application security (Fortify) and Security Event Information Management (ArcSight).
• FY20 Leadership Transition Training Program (by Executive invite only)
• FY19 President's Club
• FY18 President's Club
• FY18 Game Changer Award (for revenue and business impact across the Micro Focus organization)

Sr. Enterprise Sales Executive
Checkpoint Technologies
June 2014 to February 2015

• Application Development Tools– Application Lifecycle Management (ALM and UFT) and Application Security tools (Fortify and App Defender) for the SDLC (including CI/CD) and Application Monitoring (APM and App Defender).
• Develop marketing and sales strategies to drive net new enterprise sales opportunities, as well as, retain and grow existing client relationships. Orchestrated resources across internal and external (HPE Sales and Pre-Sales) teams to ensure seamless customer sales, delivery and client service.
• Ranked #4 Channel Sales Rep by HPE Software in individual pipeline development 8/14-10/14 (HPE Q4). $700,000 was represented as HPE's Fortify-on-Demand, application security.

• New logos closed for application Security included HASBRO and EarthLink.

Senior Enterprise Sales Director
Gryphon Networks
November 2010 to June 2014

• Manage end-to-end sales process for Enterprise and SaaS Data Compliance Solutions and Services.
• Worked with client Executives across Marketing, Sales Operations and IT and internal PMO/ SE teams to architect and deliver the appropriate solutions.

• Consultative sales process lead to closing the company's largest sales order - $12,000,000 over 4-Years with Sprint.

Director of Sales and Marketing
Revolution Advertising and Marketing Programs, LLC
May 2006 to October 2010

• Hired, trained and managed a team of 6 sales reps.
• Created a performance management and review program.
• Developed team building activities and exercises.
• Developed quarterly sales and marketing programs for cross-sales, retention and net new revenue opportunities. Adding 70 new clients in first 12 months, generating more than $3,927,000 in incremental, recurring revenue.

Manager, Sales
Merion Publications, Inc
July 2002 to May 2006

• Managed sales team of 15 sales reps (started with 6) selling display and digital advertising to healthcare and technology businesses.
• Grew responsibilities from 3 to 9 publications and corresponding digital properties, representing $9,000,000 annually.

Director, Sales and Marketing
Marketing Database Associates, Inc
February 1997 to July 2002

• Ran day-to-day sales operations for North America and Northern Ireland (MDA Europe), with teams selling enterprise database management and call center services to Fortune 500 and Global customers (e.g. Nissan Motor Co., United Healthcare, National Grid, PSE&G, Telecom Éireann, etc.).

Education

Bachelor's in Business Management and Leadership
Capella University

Skills

• Excel
• Marketing

- Sales Experience
- Project Management
- Account Management
- Cold Calling
- Data Entry
- MS Office
- Sales
- Salesforce
- CRM Software
- Microsoft Office
- Microsoft Powerpoint
- Channel Management
- MSP Software Sales
- Enterprise Software (10+ years)
- Enterprise Sales (10+ years)
- Leadership Experience

Links

Awards

2018 Presidents Club
2018

350% to Quota, resulting in $8,500,000+ in revenue.

2019 Presindent's Club
2019

129% to quota, resulting in $9,200,000+ in revenue.

2018 Game Changer
2018

Recognized in top 5% of Alliances org. World Wide for both business impact.