

Resume for Jaques Basson

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CAREER SUMMARY

As a senior customer facing Sales Engineer/Solutions Architect with over 15 years' experience, I manage the technical sales process during the discovery and validation stages. Acting as a technical evangelist for our service and software platforms, I represent the company to potential customers, partners, and at events.

My expertise lies in conducting detailed discovery to uncover customers' current states and their associated challenges, understanding their desired future states and positive business outcomes, and positioning technical solutions that provide real business value.

KEY SKILLS

- Experienced Enterprise technical pre and post sales of complex solutions: mobility, Network and Security software (SaaS) and services.
- Experience with complex technical sales cycles, including deep discovery as well as scoping, executing, and presenting complex Proof of Value (evaluations)
- Ability to communicate technical concepts to all levels of people, from IT, Network and Security managers to Line of Business owners to CIO and CISOs
- Builds trusted C-level and IT management relationships
- Excellent presentation skills in client meetings, public speaking
- Stakeholder management to influence internal, customer and partner relationships
- Strong customer focus
- Strong Problem solving and analytical skills
- Attention to detail
- Accepts responsibility, takes ownership of issues, drives positive outcomes

TECHNICAL SKILLS

- Windows, Exchange, Lotus Domino, Active Directory, Linux, Proxy servers, Web servers, IT Architecture, SQL databases, UC technologies, Air-Watch, MobileIron, Maas360, BlackBerry Enterprise Services, Mobility technologies, SaaS, AWS, Azure.
- DNS, TCP/IP, Firewalls, IT Security concepts, Zero Trust securities (ZTNA, SWG, CASB), RBI, DLP, Routing, Certificates, Networking, Mobile technologies, etc.
- Understanding of data-in-transit security, including TLS, IPsec, VPNs, PKI, and certificate management
- Endpoint Security
- Strong understanding of Windows, macOS, Android and IOS operating systems, including the firmware and boot process
- Understanding of authentication methods and protocols including SAML and RADIUS.
- Can troubleshoot complex network environments to support evaluations
- A quick learner of new technologies and their value proposition for clients based on requirements.
- Familiarity with JavaScript, Python, HTML 5, CSS, REST API, JSON.

PROFESSIONAL EXPERIENCE

Absolute Security

Senior Sales Engineer – (3/2019 – 7/2024)

Absolute Security APAC

Absolute empowers enterprises, governments, agencies, educational institutions, and more to stay resilient in the face of growing and ever-changing cyber threats. Absolute has the privileged position of being factory-embedded in more than 600 million endpoints, making us uniquely capable of enabling a permanent digital connection that dynamically applies visibility, control and self-healing capabilities to endpoints, applications, and network connections. We are the first and only company to offer uncompromised visibility and near real-time remediation of security breaches at the source.

Responsibilities:

- Partner with our Account Executives to establish and execute sales strategy for my territory
- Deliver tailored technical sales presentations and demonstrations to prospective customers and partners
- Plan and execute Proof of Value (PoV, evaluation) activities. This includes scoping the PoV to align with the business pain, defining relevant success criteria and metrics, designing the PoV environment, installing and configuring the Absolute and Secure Access(NetMotion) platforms, providing technical support to prospective customers, and executing the PoV in accordance with the agreed-upon success criteria
- Collaborate and educate technical peers within Customers and Channel partners to help uncover new sales opportunities.
- Working with our leadership teams, communicate feature requests and product ideas, backed by data from our sales engagements, into product management. Assist our leadership in working with product management to develop priorities for the company's product roadmap.
- Partnering with my AE's and CAM's, document the ongoing sales cycles and PoV in Salesforce.com
- To work with the sales and channel partners to create and present customer centric solutions & roadmaps, articulating Absolute's technical capability and to respond to RFPs, RFIs and security and compliance requests.

Key Achievements

- Awarded President's club for contributing to Sales and Revenue targets exceeding 142% for FY23.
- Developed and maintained relationships with customers resulting in 33% increase in product adoption and usage.

Whispir Pty Ltd**Solutions Architect – (8/2015 – 2/2019)****Whispir ANZ**

Trusted software-as-a-service provider, that specialise in the creation and implementation of cross-channel communications management platform. Our focus is on solving business communications problems with workflow automation technology delivering intelligent, rich communications across Business Resilience, Operational and Customer Engagement market segments.

Responsibilities:

- Primary technical interface for the customer, as an integrated part of the sales team to drive revenue.
- Customer adviser, customer advocacy – understand customer's existing technical environment, provide technical roadmap and updates for customers, whilst internally represent the customers solution and technical needs. Providing thought leadership and innovation to the customer, Whispir product and the account team.
- Translate the customer's business strategies and operational objectives into qualified solutions that transform their business.
- Responsible for defining and develop POC's, pilots, demos.
- Analyse opportunities in conjunction with the sales team; to provide a customer technology roadmap and immediate project requirements.
- To work with the sales and channel partners to create and present, customer centric solutions & roadmaps, articulating Whispir's technical capability and to respond to RFPs, RFIs and security and compliance (ISO 27001 ISMS) requests.

Key Achievements

- Awarded best ANZ Solutions Architect contributing to Sales and Revenue targets for FY18.
- Technical Engagement with 3 different customers resulting in 300% + increase software and usage.
- Develop key security, public safety and incident response solution for An Emergency agency for use during the 2018 Commonwealth Games.

Samsung Electronics – Enterprise Business Team**Solutions Architect (6/2014 – 7/2015)****Samsung Electronics Australia**

Through innovation, reliable products and services, talented people, a responsible approach to business and global citizenship, and collaboration with our partners and customers, Samsung is taking the world in imaginative new directions.

Responsibilities:

- Collaborate with and provide subject matter expertise to Key Account Managers and Channel teams to manage all technical aspects of a sales engagement
- Strategic planning with sales team to develop account plans and explore both short and long term opportunity as it relates to our Enterprise Product portfolio.
- Facilitate customer engagements to understand their requirements, including conducting business and technical requirements workshops to derive the best solution fit for the customer.
- Liaise with engineering and Product managers to deliver the customers' requirements, but also work to incorporate features in future releases of the products.
- Manage customer expectations, work at both executive, mid management and technical levels within the customer organization, including being ultimately responsible for the technical strategy within the account.
- Writing, analyzing and responding to RFQ's, RFP's, RFI's or SoW's and providing a best fit and cost effective engineering solution for the client.

IBM**Mobility Technical Specialist (12/2013 – 5/2014)****IBM Australia and New Zealand**

IBM is a global technology company that offers a wide range of technology and consulting services; a broad portfolio of middleware for collaboration, predictive analytics, software development and systems management.

Responsibilities:

- Requirements gathering and consulting on projects
- High-level solution design and contribution to development of RFS statements of work
- Solution detailed design
- Solution gap analysis
- Implementation, build and configure
- Documentation and transition to steady-state delivery teams

BLACKBERRY 2007 - 2013

Technical Account Manager/Technical Solutions Manager (11/2008 – 10/2013)

BlackBerry Australia and New Zealand

BlackBerry provides global wireless enterprise solutions including BlackBerry mobile devices, services, and enterprise server software, a mobile device management solution that manages BlackBerry, iOS and Android devices (cloud and on premise).

Responsibilities:

- Sales and pre-sales for ANZ's top financial services and banking organisations.
- Pre-sales for ANZ's top 50-100 enterprise customers and partners
- Partner and carrier channel enablement: Subject matter expert, provide technical expertise, articulate and evangelize the BlackBerry solution.
- Pre-sales and post-sales consultative discussions with customers, partners and carriers about requirements, best practice, architecture, capability and ROI.
- Remove barriers to acceptance and deployment of the BlackBerry Platform.
- Public speaking at events.
- Manage internal stakeholders – product, marketing and sales teams to deliver consistent messaging to customers, carriers and partners.
- RFI/RFP technical response.

Key Achievements:

- Assisted in sales growth of enterprise subscriber base by 28% (FY10 to FY11).
- Successful sale and deployment of the BlackBerry Enterprise Service 10 platform to retain one of BlackBerry Australia's largest enterprise customers.
- Demonstrated leadership and collaboration across functional groups to achieve company objectives: engaging with public relations, product management and enterprise marketing.
- BlackBerry Enterprise Service 10 product advocate in ANZ.
- Have established relationships with the top 5 banks and partners including IBM, CSC, MSC, Telstra, and Optus to drive sales revenue.

Technical Account Manager (11/2007 – 10/2008)

BlackBerry South Africa

Key Achievements:

- Redesigned the BlackBerry Support model for carriers to more efficiently service joint customers.

MOBILE AT WORK

Systems Engineer (2/2004 – 10/2007)

Johannesburg, South Africa

A system integrator and solution provider, Mobile At Work provides services, insight and support to help clients get the most out of their mobile business environments.

Responsibilities

Supporting customer's mobile technology solutions across South Africa.

- Design, implement and support mobile technology solutions: BlackBerry, Sybase OneBridge (Now SAP Afaria) and Nokia's IntelliSync.
- Engage with customers in for pre and post technical sales meetings.
- Address security concerns for mobile solutions.

Key Achievements:

- Became the leading expert for all three mobile technologies in South Africa.
- Lead mobile architect for the top Financial, Mining and Government companies in South Africa.

WEBTEC

Systems Engineer (9/2002 – 01/2004)

Johannesburg, South Africa

Achievements

Successful integration of third party applications with the SoftSecure License Management server:

- Running licensing reports for third party vendors and their products.
- Maintain Linux based Bulk SMS Gateway running on a Postgres and MySQL databases.
- Developed customer PHP scripts to access database for customer reporting.

PRIOR to 2002

Various customer facing technical roles held across South Africa.

QUALIFICATIONS

- Diploma: Information Systems and Computer Programming, Durbanville College (South Africa)
- Microsoft Certified Systems Engineer
- MobileIron Sentry Authentication and Security Specialist
- MobileIron Certified Administrator

PROFESSIONAL DEVELOPMENT

- Demo2Win
- Force Management – Command of the Message
- SPI Sales Excellence Program
- SPI Channel Management Program
- BlackBerry Certified Technical Sales Professional
- BlackBerry Mobile Voice System Certified Integration Specialist
- CISCO Network Associate Voice
- Practical Linux Systems Administration
- SCQuARE end to end methodology training.

REFERENCES

- Referees are available on request.