

Alex Springer

Sales Management // Solutions Architecture

alexspringer@pm.me

<https://linkedin.com/in/jalexspringer>

<https://github.com/jalexspringer>

US: +1 510.393.8277

UK: +44 7444.747358

Client focused with a history of successful sales, operations, and technical contributions and leadership. I am most engaged when speaking directly with the end user and gaining a deep understanding of their needs and challenges and working towards creating the solution to those needs. I bring excellent communication, project planning, and data-driven decision making to the teams that I work on.

[Introduction Letter](#)

[My User Guide](#)

Technical Qualifications

- AWS Certified Solutions Architect (Associate)
- Certified Linux Systems Administrator
- Fluent in Python and Bash
- Working knowledge of Go, Java, and Javascript
- AWS Lambda, EC2, S3, DynamoDB, and CloudFormation experience
- DevOps experience using Docker, Git, Travis, and Chef

Experience

Director, Sales and Solutions Architects EMEA

August 2019 - Present

Impact Inc - London, UK

- Lead a team of 9 account executives (SMB to Enterprise) and 3 solutions architects.
- Responsible for net revenue expansion (new business and cross-sells) for the region.
- Implemented a sales process and mentality re-positioning to focus on [customer centric sales](#) resulting in a 200% YoY increase in annual recurring revenue.
- Manage an integrated sales and operations team responsible for revenue generation and new client onboarding.

Manager, Solutions Architects

February 2018 - August 2019

Impact Inc - New York, NY

- Manage a globally distributed team of 10 solutions architects across 3 products.
- Re-organized the SA and onboarding teams to prioritize positive client onboarding experiences, resulting in a 50% decrease in average client time in onboarding.
- Designed and executed a customer engagement model spanning pre and post-sale to reduce client churn in US and EMEA markets.
- Collaborate with prospective and existing clients to understand product needs.

Enterprise Solutions Architect

September 2015 - February 2018

Impact Radius (Impact Inc) - Santa Barbara, CA

- Scope and execute enterprise implementations of a complex SaaS marketing product.
- Prepare and deliver in-depth product and platform walk-throughs for enterprise client sales engagements.
- Provided cost-effective project management on pre-sale technical and implementation issues for senior leaders.
- Automate and scale the creation of demo and client environments, creating and updating training materials,

and assisting with onboarding new team members.

- Develop and maintain cloud-based automation tools to increase team efficiency and productivity.

Sales Development Associate

March 2015 - September 2015

Citrix Systems Inc - Santa Barbara, CA

- Product specialist for GoToMeeting, GoToWebinar, GoToTraining, and GoToAssist IT Platforms.
- Qualify clients for personal or business accounts and pass opportunities to Business Solutions Representatives.

Head of Marketing and Product Communication

June 2012 - December 2014

Ancillary Medical Solutions - Los Angeles, CA

- Developed sales pitches and market positioning for over 20 patient services.
- Created training materials, ongoing product and company updates, and company social media network.
- Managed consultant certification program and oversaw training process.
- Drafted, managed, and implemented a marketing strategy, coordinated with C-level executives.
- Designed and published online and print marketing material.