

# Alex Springer

## Sales Management // Solutions Architecture

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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

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- 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

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### 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.