Marc Hirsch

McAllen, Texas, United States • hirschmarc@hotmail.com • 4698536817 • www.linkedin.com/in/marc-hirsch

SUMMARY

Experienced Sales Engineer with a proven track record spanning 20+ years in driving revenue growth and maintaining client loyalty through strategic sales initiatives. Deep expertise in sales strategies, customer relations, and technical knowledge of Trellix's SIEM Solution, Endpoint Protection, Endpoint Detection and Response, as well as Compliance solutions including Data Loss Prevention, Network, Endpoint, CASB, Data at Rest, and Encryption. Specialized in Healthcare and Life Sciences vertical, successfully addressing Ransomware, Phishing, SIEM implementation, and Compliance challenges.

EXPERIENCE

Senior Solutions Engineer

ASI Security Partners   **February 2023 - Present, Dallas, TX**
• Provided immediate benefit to ASI Security Partners by establishing lasting connections with multiple new clients within the first 60 days.
• Created and presented sales materials to multiple new clients through close collaboration with key stakeholders, resulting in a 35 % increase in revenue growth from the previous year.
• Quickly acquired expertise in a major vendor's Endpoint Detection and Response, Managed Detection and Response, and a cutting-edge mobile security solution, and then successfully sold to multiple ASI Security Partners customers using custom-created collateral.

Sales Engineer

Trellix   **February 2014 -January 2023, Plano, TX**
• Demonstrated effective proactive account management and pipeline development skills by uncovering and presenting new solutions to existing customers, resulting in a continual increase in sales.
• Led and closed multiple $100K+ opportunities by providing technical expertise in solution design, product evaluation, and proof-of-concept demonstrations.
• Led multiple training sessions for newly hired Sales Engineers, Sales Account Managers, and any new employees including VP's and HR personnel. Each training session was 3 hours long and had an average attendance of 12 people. The training sessions were conducted using PowerPoint and closed out with a writing and review session using industry standard sales methodologies.
• Created and delivered content for reoccurring informative security podcasts to a wide audience consisting of internal personnel and external partners.
• Trained over 500 internal and third-party IT professionals on McAfee security portfolio, resulting in reduced risk of data loss, improved customer environment security and opened up new streams of business.

Sr. Technical Account Manager

Trellix   **June 2006 - February 2014, undefined**
• For several large corporations, lead the network security initiative, which required on-site customer checkup visits and personal training to the end users and company IT professionals regarding McAfee products.
• Direct reoccurring security-contingency webinars to help many global IT-security teams improve their incident-response plans.
• Conducted security analysis of servers and desktops to verify adequate virus protection by mapping the existing security tools present in the company and its usage.
• Established and maintained proactive technical documentation regarding client and McAfee communications by providing a summary of the interaction and a recommendation for future use.
• Reduced client case backlog while improving case resolution by creating and modifying internal and external technical documents.
• Managed a weekly case status report by developing a process to collect data, analyzing the data, and presenting reports to the team.

Sr. Support Engineer

McAfee   **February 2000 - June 2006, Dallas, TX**
• Resolved technical issues and educated end-users by providing outstanding customer support.
• Increased technical documentation regarding client and McAfee communications by 20% by editing the McAfee Knowledge Base in accordance with common client requests.
• Handled level-one escalations by diagnosing and troubleshooting software issues and training new technicians, resulting in a 30% increase in overall issue resolution.

EDUCATION

Major in Business Administration

Minor in Anthropology • University of North Texas • Denton, TX • 1994

CERTIFICATIONS

CompTIA Security+ COMP001003271523

SKILLS

Soft Skills: Excellent Communication Skills, Personable, Friendly

Technical Skills: Troubleshooting, Critical and Creative Thinker, Problem Solver, Troubleshooting

Sales: Pre Sales, RFI (Request For Information) / RFP (Request For Proposal), Sales Enablement