Michael Mooney

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SUMMARY AND CORE QUALIFICATIONS

Highly motivated and experienced senior software sales professional with a proven history of growing sales revenues, implementing business plans, and serving as the SME on API best practices for design, development, and support. Verifiable record of increasing customer retention, leveraging data-based solutions and enhancing profitability by utilizing resources efficiently

Technical Sales | Product Management | Usability and User Experience | Client Relations
API & Software Development | Digital Marketing | Strategic Planning | Project Leadership

EXPERIENCE

COX AUTOMOTIVE INC.
Technical Solutions Expert – API Sales, Dec 2019 – Present

Dec 2019 – Present
Sacramento, CA

- Serve as the Digital Retail API SME for assigned market segment, with a focus on Lenders, OEMs, and Value-Added Resellers within the automotive industry
- Exceeded 250% sales quota for CY 2020, delivering 17 new customer contracts with an average MRR of $19K
- Influence and work in partnership with a team of peers to continuously drive an API-first mindset as well as ideate, collaborate, to create or develop product and services
- Commercialize existing internal APIs and support ongoing GTM activities

ROBERT BOSCH GMBH
Senior Sales Engineer, Apr 2019 – Dec 2019

July 2014 – Dec 2019
Farmington Hills, MI

- Lead and organize RFQ/RFP sales activities for powertrain electrification components and software services in NA market
- Owned sales process from prospecting through contract negotiation, including coordination of meetings with cross-functional teams and stakeholders
- Gather competitor market, pricing, timing and technology intelligence. Communicate intelligence to Bosch via executive presentations, positions papers, visit reports

Technical Sales Manager, Apr 2017 – Apr 2019 (Two-Year Foreign Assignment)   Turin, Italy

- Sales responsible for all electrification activities within FCA customer team in Europe (Fiat-Chrysler including Ferrari)
- Successfully led several strategic acquisitions in Europe, including key components & services for Ferrari's first PHEV
- Organized and led quotation process for responsible products, met revenue targets exceeding €100 million
- Key account coordinator for Ferrari, responsible for maintaining active relationship with customer and successfully grew existing business through up-sell opportunities

Senior Sales Engineer, Jul 2014 – Apr 2017   Farmington Hills, MI

- Closed numerous strategic acquisitions with Fiat-Chrysler, including product supply contract worth > $30million
- Conducted executive board presentations, customer needs assessment, and proposal development with functional areas for presentation to customer contacts

ROUTEONE LLC
Product Development Manager, Oct 2012 – Jul 2014

Aug 2010 – Jul 2014
Farmington Hills, MI

- Promoted to Product Development Manager, responsible for managing the definition, development, and overall strategy of RouteOne's digital retail API and mobile products
- Demonstrated ability to prospect via technical product meetings with potential dealer group & lender customers
- Trained outside sales staff on sales pitch and strategy for assigned products, leading to a 2x increase in product sales
- Managed the definition and successful launch of several key products, including a consumer-facing credit application, OEM digital retail solution, and an enterprise iPad application

Business Development Manager, Aug 2010 – Oct 2012   Pittsburgh, PA

- Exceeded sales targets in first 4 months of joining the sales team by signing a major dealer group to a long-term product contract worth over $10K per month
- Responsible for growing market share and managing over 1200 automotive dealer relationships in PA, NY, and WV
- Led national sales group in product sales in 2011

AEROTECH INC   Summer 2010
Software Engineer   Pittsburgh, PA

- Primary responsibilities involved developing graphical applications in a .NET environment

U.S. ARMY   Jun 2003 – Nov 2009
Logistics and Automation Sergeant (SSG/E-6)

- Responsible for management, distribution, and accountability of large inventories
- Served a one-year combat tour in Afghanistan with 101st Airborne Division (2008-2009) and a one-year combat tour in Iraq with 18th Military Police Brigade (2005-2006)

===================================== **EDUCATION** =====================================

THE UNIVERSITY OF PITTSBURGH   Pittsburgh, PA
Master of Science in Information Science   *Aug 2010*

EASTERN MICHIGAN UNIVERSITY   Ypsilanti, MI
Bachelor of Science in Computer Science, Minor in Business   Dec 2008

================================ **ADDITIONAL INFORMATION** ================================

PROGRAMMING: JavaScript, Java, C#, React, Node.JS, Python, Flask, SQL, Jest
SOFTWARE: Visual Studio Code, GIT, Bash, MS Office, Salesforce CRM, Dreamweaver, Adobe LiveCycle
PERSONAL: Enjoy traveling, boating and outdoor sports. U.S. Citizen