

# Andrea Roberts

## Personal info



**Address:** 205 Glenn Road, Ardmore PA  
**Phone number:** 610-999-7110  
**Email address:** helpme@kickresume.com

## Profile

Hands-on, analytical business leader with significant experience in strategic and operational leadership in global Fortune 500 corporate environments and lean start-up cultures.

12+ years of experience in connecting Marketing and Sales, fueling profitable revenue growth, motivating and empowering diverse teams.

Superpowers: Curiosity, Hustle, strong commitment to Winning.

Specialties: Sales/Marketing/BU GTM Alignment; Sales Enablement; Thought Leadership, Research, and Content Development; Digital Marketing; Social Media; Strategic Marketing Programs; Influencer Relations; Stakeholder Relationship Management; Team Leadership and Coaching.

Multi-lingual and multi-cultural – lived in Europe, traveled/worked globally. Languages: German, French, and Spanish

## Work experience

- |                                    |   |                          |
|------------------------------------|---|--------------------------|
| <b>Unisys<br/>Blue Bell<br/>PA</b> | <b>Vice President, Global Sales Analytics and Win/Loss</b><br>Unisys is a \$38 IT Services company providing security-centric IT solutions to a largely Global 2,000 client base.<br><br>Responsible for Unisys' Global Sales Analytics, Win/Loss and Sales/Marketing interlock, as part of the Sales Center of Excellence. <ul style="list-style-type: none"><li>• Developed pipeline-driven Total Contract Value, Annual Contract Value and Revenue forecasting model to anticipate bookings/orders and revenue for Unisys' business units.</li><li>• Transformed Global Win/Loss Program from a research initiative to an operationally focused effort, with emphasis on action items and resolution, in close collaboration with business unit leadership. Ongoing - moderating CEO level conversations on key Wins and Losses above \$50M.</li><li>• Ongoing collaboration with Marketing to better align demand generation efforts with short-term and long-term revenue targets.</li></ul> | <b>01/2017 – present</b> |
| <b>Unisys<br/>Blue Bell<br/>PA</b> | <b>Director, Global Sales Operations</b><br>Part of new leadership team driving turnaround efforts at Unisys. <ul style="list-style-type: none"><li>• Established cross-functional Sales Enablement team to ensure GTM alignment between Sales, Marketing and Solutions Management.</li><li>• Represented Sales in the Product Lifecycle Management process, ensuring that appropriate communications, training and enablement materials are completed prior to a service launch/upgrade.</li><li>• Evolved Sales Analytics capabilities from simple reporting to business intelligence and predictive analytics.</li></ul>   | <b>11/2014 – 12/2016</b> |