

JONATHAN R. BREGER

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TECHNOLOGY START-UP, SALES AND TRAINING PROFESSIONAL

Dynamic professional with 25+ years' experience building technology start-up companies and executing training, sales and marketing initiatives

PROFESSIONAL EXPERIENCE

ShoreGroup/Optanix, Inc. - New York City, NY

January 2012 to March 2016

Start-up technology company selling patented automated network management platform and managed services. Received venture capital investment in 2015 and split into two entities in 2016.

Pre-Sales Engineer/Product Marketing Specialist

- Created and maintained generic marketing materials, proprietary pricing tools, and end user sales proposals.
- Provided technical responses for Request for Proposals (RFPs) and Request for Quotes (RFQs).
- Designed and executed software demonstrations, technical updates and customer specific sales proposals to internal and external salespeople as well as end users.
- Provided technical sales support at trade shows.
- Created a YouTube channel for product updates and training resources which included the supervision of all pre-production, shooting and post production processes.
- Designed webinars and supported online company re-branding initiative.
- Performed technical audits for end users.
- Developed expertise in Cisco products and services.

ActionLink/Cox Cable - Las Vegas, NV

August 2011 to December 2011

Sales Representative

- Sold Cox Cable Services to Best Buy customers.

NewWiMAX LLC - Las Vegas, NV

August 2011 to December 2011

Sales Representative

- Sold 4G internet wireless services to business and non-business customers.

BANK OF AMERICA – Beachwood, OH

January 2008 to December 2009

Sales Representative

- Managed incoming phone calls, provided customer support, marketed Bank of America credit card products.

LUBRIZOL CORPORATION - Wickliffe, OH

March 2007 to June 2008

Global specialty chemical company which owns and operates manufacturing facilities in over 22 countries with \$3.4 billion in sales worldwide.

Vice-President Business Development

- Designed internal and external marketing and sales campaigns by preparing sales materials, identifying target customers, and creating sales scripts for both domestic and international customers.
- Generated over \$250,000 of new revenue from BP/Castrol North America and Valvoline contributing to a 25% revenue increase realized from the sale of training services.
- Collaborated with the product development team to design Spanish-language training offerings.

AYALOGIC, Inc., - Akron, OH

April 2002 to April 2006

Private Equity-funded Voice over Internet Protocol (VoIP) Developer

Business Development Manager/Training Development Manager

- Served as member of founding team during company start-up.
- Managed all non-technical/non-engineering components of the company launch including payroll, legal, human resources, insurance, and vendor relations.
- Supported capital raising activities and executed competitive analysis.
- Secured company's first customer for initial product deployment.
- Created and led four-person training department tasked with managing external and internal sales channels.
- Created and maintained training materials.
- Conceptualized sales campaign targeted at small medical practices.

NORTH COAST LOGIC - Canton, OH

January 1990 to February 2002

Telecommunications Software Developer purchased by NEC America in 1998

Marketing Manager/Training Development Manager/Product Tester

- Supported all non-technical/non-engineering components of the company including payroll, legal, human resources, insurance, and vendor relations.
- Performed and updated competitive analysis for the company's business segments.
- Created and co-led training department responsible for the development and maintenance of training materials.
- Hired and supervised a staff of three charged with training internal and external salespeople and end users.
- Introduced online and distance learning delivery mechanisms.
- Supported external marketing campaigns and sales strategies including trade shows, internal and external sales presentations, product demonstrations and documentation support.
- Designed testing plans, performed internal quality control, and supported external channel product testing.
- Created and presented testing reports and made recommendations on product features and functionality.
- Developed expertise on NEC PBX and voicemail systems, Cisco networking, and other telecommunications add-on applications.

WICC-AM, WFAN-AM, WPIX-FM - Bridgeport CT & New York, NY

July 1987 to February 1990

Sales Account Executive

- Developed and implemented corporate sales plans designed and executed customer advertising campaigns.

EDUCATION and PROFESSIONAL DEVELOPMENT

- Training in Cisco CCENT and CCNA certifications.
- Training in ITIL certification.
- Bachelor of Science, Telecommunications Management, Syracuse University.
- Coursework towards Master in Science, Information Resource Management, Syracuse University.

SKILLS

- Extensive knowledge of Cisco Data Center, Enterprise and Wireless Networks, Voice and Video Communications.
- Strong communication and presentation skills with the ability to engage diverse audiences.
- Effective collaborator who excels at working as a member of a team and cultivating new partnerships.