

ALAN B. CROFT

412 Kelburn Road

Deerfield, Illinois 60015

Phone: (847) 708-0732 email: acroft2003@yahoo.com

DIRECT SALES - ACCOUNT MANAGEMENT- CHANNEL MANAGEMENT

Experienced solution sales professional with a proven track record of exceeding sales goals. Skilled in selling data center IT solutions of software, hardware, cloud solutions and services to large enterprise, mid-market, public segment and OEM clients. Exceptional skills to build develop and manage sales plans that produce results and overachieve on expectations. Able to build effective relationships with C-level decision makers as well as technical and managerial levels of an organization. Excellent oral and written communication skills, with the ability to present to varied audiences on demand. Ability to create and implement strategic sales plans with the skills to coordinate resources that drive sales.

Core competencies:

- Storage Management (primary, backup/restore, DR planning).
- Virtualization, automation and orchestration.
- Channel recruitment, development, training.
- Direct selling expertise.
- Strong channel management selling.
- Enterprise selling skills.
- Global and national account management.
- Implementing successful sales plans.
- Effective presentations.
- Hybrid cloud.

PROFESSIONAL EXPERIENCE

Violin Memory, (Chicago, IL)

2014- Present

Channel Account Manager - Central US - (Chicago, IL)

All flash storage arrays for data center primary storage. Responsible for all channel activity and sales in Central US. Recruiting, training, business development activities designed to grow sales through regional and national partners.

- Achieved fast start 100% of quota in 2014. 50% increase revenue year over year.
- Recruited and trained 4 new partners in first 3 months yielding pipeline of \$1.5 mill new business.
- Created fast start training program for onboarding new partners; training, account mapping, demand generation activity
- Quota \$5.7 million.

Hewlett Packard, (Chicago, IL)

2010- 2014

Cloud Sales- Senior Partner Business Manager- Central US - (Chicago, IL)

Responsible for sales HP Cloud products and services to channel partners. Recruit, developed, train, build business to resell HP's portfolio of cloud software, hardware and services.

- 157% of quota in 1st half 2014. 50% increase revenue year over year.
- Registered 8 new partners to resell HP Cloud in 2nd quarter. Result- \$1 million new business TCV.
- Successfully built and implemented a new sales program for CDW. Result- \$500K new business TCV.
- Increased sales of HP Public cloud 100% year over year.

Senior Account Executive- Storage Specialist

Selling HP storage solutions into emerging growth and public sector accounts. Uncovering client needs, qualifying sales opportunity and creating solutions to win. Direct selling to end users fulfilled through HP partners.

- Achieved 137% yearly quota.
- Increased average selling price of opportunities by 16%.
- Increased volume of deals by 20%.
- Developed, trained, built relationships with 3 new partners each quarter.

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Dell, Inc. (Chicago, IL)

2006-2010

Senior Account Executive- Storage Sales

Storage specialist responsible for selling all Dell's storage portfolio to small and medium sized business in Illinois. Direct sales to end users of all Dell storage products. Coordinated sales campaigns and field activity for territory.

- Achieved 110% yearly quota.
- Grew territory 50% year over year.
- Recognized Top Account Executive of the quarter 3 times.
- Opened up 5 new financial sector accounts for storage and servers.
- Increased EqualLogic sales 75% year on year growth.
- Successful partnership with EMC grew business 105% year over year.

EqualLogic, Inc. (Chicago, IL) – EqualLogic was acquired by Dell in 2008

2006-2008

Regional Sales Manager- Chicago, IL

Responsible for sales mid-tier storage area network (SAN) to Illinois and Wisconsin customers through the VAR community. Recruited, trained and developed channel partners to support and grow the business. EqualLogic was acquired by Dell in January, 2008.

- 2007 Circle of Excellence Winner- top 20% of sales.
- Exceeded quota in all quarters.
- Opened 40 new accounts in 2007.
- Recruited 10 new VAR's.
- Sold over \$4.5 million revenue in 2007 on quota of \$2.2 million.

Dell Computer Corp. (Round Rock, TX)

1997-2006

Major Account Manager- Chicago, IL

- **OEM Sales (2 years):** Sales of Dell products for OEM use.
 - Grew business 200% Y/Y at global medical company by replacing competition, creating compelling business case and earning new lines of business.
 - Grew territory 127% first year.
 - Added new business at 4 Midwest accounts.
- **Major Account Sales (7 years):** Responsible for Dell relationship at large corporate accounts in Midwest. Selling of all Dell products and services, acquiring new lines of business, creating sense of urgency for buying today.
 - Circle of Excellence- Platinum Winner.
 - Exceeded quota all 7 years.
 - Average Yearly quota: \$30 million revenue and \$5 million margin.

NeTpower, Inc. (Sunnyvale, CA)

1993-1997

Senior Sales Representative- Chicago, IL

Opened the first Midwest sales office for California based startup computer hardware company. Manage all sales activity in a 12 state territory in the Midwest United States. Responsible for direct sales as well as recruitment and management of VARS. Quota \$ 2 million per year.

- Presidents club winner all 4 years.
- 1995 and 1996: Top salesperson in the company.

EDUCATION

University of Illinois (Urbana, IL)

Bachelor of Science- General Engineering.

Roosevelt University (Chicago, IL)

Masters of Business Administration- Marketing.