

Leonardo Garcia

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PROFESSIONAL PROFILE

An accomplished and forward-thinking Technology Executive with over 20 years' success in directing business development and digital enablement solution sales in diverse public and private sector environments. Provides strategic direction and technology leadership, leverages an understanding of the interface between business and technology and streamlines operations to drive efficiency and increase revenue. Cultivates trusted relationships with key strategic partners, navigates ambiguity with ease and directs large cross-functional and cross-organizational teams to success.

AREAS OF EXPERTISE

- Strategic & Technical Leadership
- Partner & Channel Development
- Cloud Computing & IoT
- Cross-functional Leadership
- Vendor & Sales Management
- Sales & Business Development
- Public & Private Sector Solution Sales
- Innovation & Digital Transformation
- Solution Architecture & Monitoring
- Client Relationship Management
- Managed Services & SaaS
- Strategy Development
- Technology Integration
- Key Account Management
- Negotiation

CAREER SUMMARY

SG WIRELESS - WASHINGTON, DC

Jan 2019 - Present

Senior Director, Innovation & IoT Solutions

- Building partnerships and ecosystems to drive IoT adoption and global deployments as well as sensor-to-cloud initiatives.
- Leading engineering teams to bring new solutions to market and helping customers to deliver an IoT vision from concept design to manufacturing, life-cycle management, and solution offering.

Key Achievements

- Secured a key customer in the IT and infrastructure security space and leveraged the capabilities of the Innovation Team and the EMS, and the parent company Season Group, to develop and manufacture a customized hardware solution to support global deployments for data center and large-scale enterprise IT infrastructure.
- Achieved an initial engagement contract value of \$2M with a growth and lifecycle management of \$25M.
- Established a relationship with an IoT partner that introduced technology to eliminate manual processes.
- Customized an industrial gateway to support customer software/OS requirements (annual contract \$1.5M) and leveraged the hardware solution with LTE and BLE5 to reduce their cost of ownership by over 40% in gateway infrastructure and established a path to support and manufacture next-generation smart sensors as part of the product and lifecycle roadmap for enhanced sensing and location-based capabilities.
- Played an instrumental role in the establishment of a strategic partnership with Wirepas, to enable wireless IoT networking at massive scale and to augment the company solution in asset management, lighting, and monitoring in verticals such as smart buildings, indoor logistics, and energy.
- Realized a pipeline of \$75M (total contract value) in market development segments.

RIGADO, INC. - PORTLAND, OR

Jun 2017 - Jan 2019

Senior Director of Market Development & Solutions Sales

- Oversaw market development and solution sales for the east coast and Latin America.
- Collaborated with customers and systems integrators to develop automation solutions and industrial controls, for system protocols such as BACnet, ModBus and SNMP.

Key Achievements

- Drove expansion into focused markets and verticals, including location and asset tracking, as well as healthcare, smart buildings, smart retail and hospitality.
- Generated over \$3M in new annual recurring revenue and pipeline growth from a Greenfield position.
- Realized pipeline growth of \$30M in total contract value in select segments.

M2MI CORPORATION- MOUNTAINVIEW, CA

Oct 2014 - Jun 2017

Head of Sales & Strategic Alliances

- Oversaw sales, IT operations and strategic partnerships and identified, assessed, structured and commercialized global new business opportunities with the power to diversify M2Mi and generate meaningful profitable growth.
- Directed product development, systems integration, business process applications, and API development and integration. Collaborated with Programmers and Developers to respond to business demand, digital business transformation, and use-cases.

Key Achievements

- Assisted large-scale enterprise customers to realize their connected product vision in the M2M/IoT market space by delivering an essential platform for the M2M and IoT economy.
- Generated over \$50M in a new revenue pipeline in financial services (Silicon Valley Bank server orchestration), Telecom carriers and aggregators, asset tracking and monitoring, agriculture business-smart farming and car rental markets.
- Established a systems integration channel and partner ecosystem and drove solutions for smart facilities and data centers where building/facility automation and industrial controls were business drivers.

VODAFONE M2M - BETHESDA, MD**Oct 2012 - Oct 2014****Director, Business Development M2M, Strategic Alliances & Partners, Americas**

- Oversaw strategic business development, established strategic alliances and partnerships for Vodafone M2M (machine to machine communications) and IoT.
- Focused on the transportation, mHealth, and integrated logistics sectors, as well as remote diagnostics, remote security surveillance, command and control, smart grid/meter and asset management and tracking.

Key Achievements

- Secured new partnerships, which led to \$40M in new revenue (\$2M for M2M managed connectivity services).

T-MOBILE USA - BETHESDA, MD**Feb 2010 - Aug 2011****Director, Strategic Programs & Initiatives, Government Solutions**

- Directed strategic initiatives, developed vendor relationships and drove process improvement.

Key Achievements

- Formulated a long-term strategy for Cloud Computing, managed services and line of business applications
- Developed the indirect sales channel by driving the selling 'through' and 'with' model and established a strong partner ecosystem of solution providers, independent software vendors/developers, equipment manufacturers, and systems integrators
- Contributed 40% to the achievement of divisional goals.
- Increased the share of government and K-12 business by 200%.

IP LABS, LLC - RESTON, VA**Jun 2006 - Feb 2010****Partner, Strategic Initiatives**

- Directed a \$36M managed services program (network, security and enterprise mobility services)
- Formulated technology strategies and spearheaded marketing and business development.
- Led a technical consulting team and oversaw the coverage of mobile security and enterprise device management and applications, focused on solutions and services targeting the enterprise end-user.

Key Achievements

- Played a key role in the establishment of a formal partnership with ATT Mobility, which led to new roaming and marketing agreements and a new service offering.
- Directed an implementation team in the development of the solution architecture for an OSS/BSS platform and a translation engine.
- Collaborated with consultants to develop the architecture and to manage the deployment of a mobility solution M2M and IoT solution.
- Generated a revenue stream valued at \$8M over four years.

EARLIER EXPERIENCE**AT & T WIRELESS/CINGULAR WIRELESS/ATT MOBILITY - BELTSVILLE, MD****Jan 2004 - Jun 2006****Director, Strategic Business Development****BROADWING COMMUNICATIONS (acquired by Corvis) - HERNDON, VA****Jun 2003 - Jan 2004****Director, Business Development****IGOV - MCLEAN, VA****Sep 2001 - Jun 2003****Director Business Development****INKTOMI CORPORATION (acquired by Yahoo) - HERNDON, VA****Sep 2000 - Sep 2001****Sales Director****EDUCATION****BACHELOR OF ARTS IN ART****May 1989***Catholic University of America, Washington, DC*