

DAVID WHEELER

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TECHNICAL SALES EXECUTIVE

Passionate sales leader with a 10-year track record building and growing world-class technical sales operations

Seasoned Technical Sales Executive offering 20+ years of expertise selling complex data storage, networking hardware, software, and enterprise solutions to tier-1 companies. Proven ability to build and manage large accounts, increase productivity, develop new revenue streams, and manage operations supporting \$1 million in annual sales.

Areas of Expertise

Technical Sales, Channel Development, Partner Development, Relationship Building, Sales Strategies, Team Building, C-Level Negotiation, Account Development, Business Development, Sales Forecasting, P&L, Budget Preparation, Asset Management, Enterprise Sales Cycle, and Project Management

SELECT CAREER SALES ACHIEVEMENTS

- Delivered 6X revenue growth—from \$10 million to \$60 million—and doubled profits over a two-year period (EMC Corporation).
 - Earned “President’s Club” honors seven consecutive years; ranked in top 5% of sales peer group five out of seven years (Bell Atlantic).
 - Received “Top-achiever” award for new name account development four out of five consecutive years.
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TECHNICAL SALES LEADERSHIP

XYZ Company, Denver, CO (2005–2009)

Enterprise Account Executive, 2007–2009

Promoted and sold data storage solutions to a select group of enterprise customers in the Western region (included DirecTV, Sony Electronics, Intuit, and other large accounts). Developed and closed new business opportunities, established and executed sales and marketing strategies, provided high-level sales demonstrations, and worked with clients to develop custom data storage solutions. Maintained an annual sales quota of up to \$10 million.

- Closed \$3 million deal that tripled YTD sales goal for specialized technology; was on pace to exceed 2009 data storage sales goal.
- Delivered 114% of sales quota in 2008.
- Formally recognized by management for consistent and accurate sales forecasting.

Storage Sales Specialist—Data Management Solutions, 2005–2007

Provided enterprise, mid-tier, and network-attached storage solutions to customers in seven Western states. Drove brand awareness for Sun storage solutions, coordinated partner-driven sales campaigns, prospected and generated sales proposals, and forged trusted relationships with clients and members of the sales and systems engineering teams.

- Exceeded sales target by 31% in 2006 and another 23% in 2007.
- Recognized by management for exceptional leadership and executive sales contributions.

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TECHNICAL SALES LEADERSHIP *(continued)*

XYZ Corporation, Denver, CO (2000–2004)

Division Director—Commercial Technology Solutions, 2003–2004

Built and directed sales and professional services team developing sales strategies and targets for data storage products, software, and professional services. Developed and executed revenue growth for Western, Pacific Northwest, and Southwestern US regions.

- Grew commercial technology sales revenues 350%; exceeded product mix goals 23% on average.
- Exceeded all first-year net income and margin goals while adding \$3.5 million in new business.

Western Region Director—Enterprise Technology Solutions, 2000–2003

Oversaw data storage sales to large corporate clients (companies with annual revenues greater than \$5 million). Managed nearly 140 employees in seven Western states who generated \$90 million in annual sales revenues.

- Averaged 123% of annual revenue target year-over-year.
- Exceeded quarterly net income goals 9% on average while surpassing margin contribution goals 14% on average.

XYZ Technology Corporation, Denver, CO (1997–2000)

Division Sales Manager—Western Region, 2000

- Spearheaded data storage sales within the UNIX, AIX, Windows NT, SUN and HP hardware domains; directed three area sales managers and 34-member sales team supporting nearly \$37 million in annual revenues.

North American Director—Professional Services, 1999–2000**Director—Western Region Professional Services, 1997–1999**

- Developed Professional Services organization—from the ground up—supporting a 28-state sales region; drove organization from \$0 to \$1.4 million in the first five months.
- Grew revenues 63% between 1997 and 1999—from \$19 million to \$30 million; increased gross profit margins 13% over two-year period.
- Reduced operating costs 38% by implementing effective cost management processes.

XYZ Corporation, Chicago, IL (1987–1997)

Director of Sales, 1995–1997

- Exceeded \$100 million+ sales goal every year.
- Increased sales in all markets 14% on average; improved sales forecasting accuracy to 96% (up from a marginal 60%).

EDUCATION**Bachelor of Science—Marketing**

Southern Illinois University, Carbondale, IL