**[Vice President Business Development](https://www.postjobfree.com/resume/adzawh/vice-president-business-cocoa-beach-fl)**

**Location:**Cocoa Beach, FL, 32931

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**Resume:**

ALAN BEASLEY

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Summary of Qualifications

Extensive experience and a successful track record of aligning technical needs with business objectives, including coordinating presales resources in highly complex, large scale, multi-location, multi-year corporate IT initiatives. Proven ability to engage C-level executives by demonstrating the value of company solutions and services. Multi-year President Club recipient. Results-driven professional with proven success working with cross-functional teams to cultivate and grow business. Successfully built and managed high-powered sales organizations that identify market opportunities, promote individual practices - with predictable growth. Demonstrated ability to develop and manage the implementation of complex sales strategies that cultivates both new and existing clients, while motivating them to close driving revenue across all areas. Motivational Management style with strong team building skills. Manage teams to promote company capabilities and communicate value of solutions, resulting in continued sales, complimentary reviews, and awards.

Have successfully used remote communications for both internal meeting and external meetings with prospective Clients and existing Customers around the World. Very proficient with GoToMeeting, Microsoft Teams, WebEx, Zoom, BaseCamp, MS-Project and Skype. Extensive experience of the entire Sales and Marketing process including Lead Generation, Appointment setting and follow-up, answering Request for Proposals, Requirements and Needs Specification gathering, Presentation building, Providing Solution Presentations to all stakeholders from C-Level Executives to End User Community, Prototyping, Contract development, Negotiating, Closing initial Deal, Add-ons and Upgrades, and Training IT Staff on underlying Technology

(programming language and meta-data layer).

Strong background in Collaborative Business Solution Sales using Solution Selling and Consultative Sales techniques. Exceptionally skilled in C-level presentations. Innovative, dedicated and extremely hard-working, with exceptional references. EXPERIENCE

Vice President Business Development Dec 2017 – today Rudram Engineering, Rockledge, Florida

• Completely redesigned and Implemented Corporate Sales & Marketing Strategy

• Sold Multi-year, Multi-million dollar contracts into Private and Public Sector

• Sold SaaS ERP Platform

• Marketing – Messaging, SEO, Google/Bing AdWords, Campaigns Sales Tools

Salesforce.com

MS-Dynamics CRM

CRM-Lite

HubSpot

MS-Office

GoToMeeting

Microsoft Teams

Skype

Zoom

WebEx

RainKing

Data.com

Jigsaw

BaseCamp

MS-SharePoint

Marketing Tools

Google AdWords

Bing/Yahoo AdWords

MailChimp

Campaigner

Constant Contact

Unbounce

LeadLander

Top Producer

Business Development

Hunter

Networking

Webinars

Seminars

Account Strategy

Presentations

Demonstrations

Scoping

Proposal Gen

Negotiations

Closing

Upsell / Expansion

References

Testimonials

Public Sector

Capture Management

SAM

Fed Biz Ops

GSA

8a

Sales Management

Sales Plans

Team Building

Motivational Style

Quota Setting

Practice Building

Solutions Sold

Software

Custom Solutions

Business Consulting

Associate Vice President Sales & Marketing Jan 2013 – Nov 2017 Smart Source USA, Rockledge, Florida (Acquired by Biz4Solutions Oct 2021)

• Designed and Implemented Sales & Marketing Strategy

• Formed Public Sector - Fed Biz Ops, SAM, GSA, 8a

• Marketing – Messaging, SEO, Google/Bing AdWords, Campaigns Business Development Executive Sep 2011 – Aug 2012 Slalom Consulting, Atlanta, Georgia

• Penetration into the Atlanta CAM Space (mid-market)

• Closed several large long-term deals over $5M

• Alignment with Partners focused on local mid-market – Microsoft, AvePoint, SHI, Fujitsu

• New logos: Titlemax, Graphic Packaging, Aaron’s

Director of Worldwide Sales 2005 – 2011

Optimus BT, Alpharetta, Georgia

• Manage Worldwide Sales and Pre-Sales Team

• Increased revenue over 700%

• Developed Channel Partner program and managed Global Accounts

• Portals, BI /Analytics, Dashboards - SharePoint and Open Source platforms

• New Account Examples - McAfee Software, Tyco Electronics, Build-A-Bear, Party City, Nascar, Smithsonian Institution, US Treasury, Winchester Hospital, Celera Genome, Seminole County. Senior Sales Consultant 2000 – 2005

Technology Builders, Atlanta, Georgia (Acquired by Starbase, now Boland)

• Demo / Presentations of CaliberRM, CaliberRBT, and StarTeam products

• Partner sales with products TestDirector, Business Objects

• Exceeded 140% of goals

Transformations

Enterprise Migrations

BI / Analytics

Mobile Apps

Dashboards

eCommerce

Enterprise Portals

Intranet

Extranet

Collaboration

Six Sigma

Sustainability

Project Server

MS-CRM

MS-SharePoint

Cloud Computing

Mobile Device

Help Desk

E-Ticketing

E-Procurement

Asset Management

PLM System

Technology

SharePoint

Birst

Tableau

Business Objects

Crystal Reports

SSRS

Progress

Ariba

Caliber-RM

Caliber-RBT

Test Director

Gembase

Certifications

Solution Selling

Consultative Selling

Technology Specialist – Sales 1992 – 2000

Ross Systems, Atlanta, Georgia

• Demonstrate GEMBASE 4GL technology - ERP solutions

• Presentations to C-Level, middle managers, development/user communities

• Exceeded 100% sales support quota for 5 years

Product Specialist – Sales 1989 – 1992

Progress Software, New York, NY

• Progress Development Environment and VAR application sales

• UNIX platforms (SUN, IBM) with Progress and Oracle databases

• Opened and Staffed New Sales Office in Jacksonville, FL EDUCATION

Associates Degree - Data Processing

State University of New York, Farmingdale, NY

President Honor Society

Bachelor Degree Program - Computer Science, Math minor Hofstra University, Hempstead, NY

Examples of Enterprise Sales

Each with a brief summary of the engagement

South Carolina Department of Health and Human Services Need – 5-year Contract Agile Scrum Development Teams of MES system Group – State Medicaid System IT Department

Solution – Task-order based Managed Teams to Develop / Enhance / Implement State-wide Medicaid System using Agile Development Methodology – building APIs to 3rd Party Systems, moving to modern technologies, implementing automation.

Bay Area Air Quality Management District

Need – 5-year Contract for Information Technology Development Group – IT Department

Solution – Task-order based SOWs to provide (up to 18) Scrum Teams to develop solutions (Systems, Portals, APIs, Dashboards, etc.) as needed. Also provide SMEs to do Migrations, Integrations, Implementations, Technology Transformations, Knowledge Transfers, and Long-term Support. City of Sanford, Florida

Need – 3-year Contract for Technology Transformation and Migration Group – City IT Department

Solution – Complete transformation of the City’s IT approach by moving from On-Premises to Cloud-Based Computing. Also, for every City Department we provided a Team to do a complete implementation of Electronic Automation / Digital Signature capabilities of all manual, error-prone processes – including IT Department, Procurement, Police and Fire, Public Works and Transportation, Permitting, Mayors Office, City Hall, etc.

Vaya Space - Cocoa, Florida

Need – 3-year Contract for Custom Software Development Group – IT Department

Solution – Develop Custom Launch software including System Monitoring, Communications, Abort Capabilities, GPS Location, and Data Analytics. We developed most computer systems to run the Rocket Launch and recovery platform – excluding Navigation. Miami-Dade Public School District

Need – 2-year Contract for Staff Augmentation Services Group – District IT Department

Solution – Provide Individuals and Managed Teams of IT Resources as needed to compliment internal staff for Task Orders and Projects. Some projects were on-prem, but most were preformed remotely. TitleMax - (TMX Finance - private), $389 million revenue, 815 stores NEED – Transformation of Retail Stores and Outlets reporting platform GROUP – Office of the CIO

SOLUTION – Proposed a complete Transformation of nightly batch reporting platform, to eliminate disparate systems and redundancy. A team of onsite resources was deployed (23 professionals at one point) to complete the work quickly – avoiding millions of dollars in rework charges and lost productivity. Additional phases include SOX Compliance/Reporting, enhanced BI/Analytics capabilities, and Organizational Effectiveness.

McAfee Software - (INTC: NASDAQ), $2 billion annual revenue, 6300 employee NEED – Communicate data globally about McAfee products - ensure accuracy and consistency GROUP – Global Marketing, Corporate Communications SOLUTION – Multi-phase, multi-location implementation of a self-service platform for all Corporate Product information – surfacing appropriate data depending on user or group. This approach allowed for expansion to OEM partners, which was completed as a follow-on phase. The initial Sales Enablement Portal project was staffed with additional resources to accelerate the project implementation as McAfee wished to announce, demonstrate, and rollout the new system at the Annual Sales and Marketing Kickoff meeting. Tyco Electronics - (TYC: NYSE), $11 billion annual revenue, 7000 employees NEED – Replacement of legacy Compliance System

GROUP – Compliance Department - Automotive Manufacturing SOLUTION – Proposed a custom Compliance Solutions Suite based on unique TEI requirements Compliance Applications – I developed the proposal to include the following multiple phases: 1. Compliance Solutions in multiple phases - grouping and consolidating like applications 2. System Administration Dashboard to allow customizations and expansion 3. IT Support – 1-year remote support 24 / 5

Party City – $7 billion annual revenue, 14,000 employees, privately held NEED – Portal to allow manufactures to submit and track product suggestions GROUP – PLM, Corporate IT

SOLUTION – Proposed a two-tier solution that:

• Manufactures and suppliers submit products and attachments

• Workflow routing to internal decision makers

Extranet –

1. Infrastructure Assessment and Recommendation

2. Self Service enrollment, New Product Submittal, and Tracking Portal 3. Email submittal -

a. Email parsing to automate creation of folders with proper governance b. Ability to modify or enhance existing submittal 4. Routing and Syncing with Corporate Intranet inside DMZ 5. Workflow to route to appropriate Business Unit

Boyden Global - New York, NY

NEED – Global Communication Platform for 60 locations in 40 countries GROUP – Corporate IT

SOLUTION – Proposed a multi-site Communication and Social network Solution Boyden 2020 – Project included the following multiple phases: 1. Enterprise Corporate Intranet

2. Corporate Oversight with delegated administration of users at each location for a. On-boarding

b. Training and Certifications

c. Personalization using MySites

3. System Maintenance Dashboard to allow customizations and expansion 4. IT Support – 1-year remote support 24 / 5

NEED – allow users to travel globally to any BWI location and to have back-office support SOLUTION – Proposed a complex Document Automation and Management Solution Document Management – include the following multiple phases: 1. Strategy and Planning for methodical deployment 2. Document libraries, powerful search taxonomy, and security infrastructure setup 3. Rollout to country groupings

4. Administration Dashboard to allow customizations and expansion 5. IT Support – multi-year remote support 24 / 5

Employees and associates are immediately productive regardless of location. System detects location and automatically formats all documents, letters and other correspondence using the local format, structure, and customs; eliminating time-consuming manual edits.

Build-A-Bear - (NYSE: BBW) $396 million annual revenue, 7000 employees NEED – Custom Platform for Partners and Suppliers to propose new products GROUP – Product Design, Corporate IT, PLM Team

SOLUTION – Developed an extensive Collaboration Platform to allow manufacturing partners to submit product suggestions, images, and accommodating documentation. Extranet –Design and development of Portal branded 1. Partner Login and Tracking

2. Partner Lounge – announcements, calendar, and Corporate Directory 3. Reporting Dashboards

Partners submit new Build-A-Bear products often based on upcoming Holidays or other cultural events. Columbia University - New York, NY

NEED – Implementation of Project Server, Complex Reporting and SharePoint Integration GROUP – Capital Projects, CUIT Department

SOLUTION – Proposed a multi – year implementation, training engagement, and Support Enterprise Project Server – I developed the proposal to include the following multiple phases: 1. Infrastructure Recommendation

2. Implement Project Server with enhancements

3. Implement and Integrate SharePoint

4. Complex SSRS Reporting on all Campus Capital Projects 5. Comprehensive User System and SSRS Reporting Training 6. Solution Support – multi-year remote support 24 hours - 5 days a week As a leading Educational Institution, Columbia University has unique requirements for managing all Capital Projects that exceed Project Server core capabilities. Project Analytics and Reporting are now available to non-technical users without IT assistance.

Graphic Packaging International - (GPK:NYSE), $4.1 billion annual revenue NEED – Idea Management Portal to solicit packaging ideas GROUP – CGP Worldwide Marketing, Product Innovation, Legal SOLUTION – Proposed a multi-year implementation of an Innovation Portal targeting inventors, students, and the general public; including Long Term Marketing Maintenance and IT support. Innovation Portal proposal – We developed the system to include the following multiple phases: 1. Public Facing portal with data collection and storage capabilities, appropriate legal info around potential royalty payments, and a Challenges Area to guide users 2. Internal routing of idea forms, CAD drawings, photos and other attachments 3. Marketing Support – 1 year Google Ad words, LinkedIn Communities, Face Book Fan Pages, etc. to keep ahead of competition

4. IT Support – 1 year support 24 / 5

Innovation Portal Phase II – Internal collaboration, Project Workspaces, Interface with GPI Product Development, Reporting, and expanded Marketing / IT support. NEED – Six Sigma Reporting

GROUP – Worldwide Continuing Improvement Department SOLUTION – Developed a migration from the existing legacy Lotus Notes implementation to a SharePoint based solution with extensive BI Reporting Dashboards utilizing Excel Reporting Services. In the GPI Annual Report, the Global Continuous Improvement Division reported significant savings were instituted using the enhance system across all plants – eliminating redundancy and waste contributing to the company’s move back into profitability after several bad quarters Smithsonian Institution – Washington, DC

NEED – Enterprise Collaboration Intranet and Extranet GROUP – Office of the CIO, SI Communications

SOLUTION – Developed a Self-Service Collaboration and Communications platform that fosters involvement utilizing a social networking style UI. Users at any museum, external artists and other contributors are able to access appropriate documents, search the Institutions Directory and plan projects. Internal departmental sites, documents and other information are screen based on security settings as users fall into several categories – Internal SI employees, external partners, and Artists/Inventors.