

# Douglas J Skinner

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## Sales Professional

Drove cloud and software sales growth and scale with customers at Microsoft through team leadership, developing trusted advisor relationships, and executing contracts and programs with key internal and external stakeholders in sales, engineering, product, legal, and marketing.

Created and executed go-to-market sales plans, team recruitment, sales strategies, mature operational procedures, and technical readiness standards, to generate over \$1 million annualized consumer product sales in 90 days to retailers.

Top ranked account manager for executive-level sales, over-achieving revenue targets through leading teams, as a number one ranked sales manager, and prominent account executive.

## Professional Experience

### Director Marketing and Sales | *Audit Associates* | 2015 - Present

- Closed sales with CFO/VP Finance, Procurement, Operations and Logistics. In three months contracted \$1,500,000 annual run rate, reaching \$4 million by the first year.
- Designed and executed go to market plan, multiplying lead volume 200% in 60 days through marketing strategy: email campaigns, social selling, SEO, WordPress, social media, search, CRM, segmentation, lead scoring, lead nurturing, reporting & analytics

### Director of Enablement and Sales | *Intentional Management Inc.* | 2008 - 2015

- Wrote sales playbook and enablement for sales and marketing team. Designed and executed sales go-to-market strategy. Aligned marketing and account-based sales plan to sell \$576,000 annualized in new business at Perry Co.
- Hired six reps, opened over 110 new accounts, generated nearly a quarter of a million of sales revenue increases in less than four months at Medical Products Co.
- Designed capability and maturity models and implemented improvements in marketing and sales processes, including hiring social influencers, developing email campaigns, surveys, CRM for organizing sales team and territories in California.
- Early stage mobile app, SouthLabs, (now Infragistics) sold \$65,000 from zero in three months in enterprise cloud, built software pipeline of 54 deals.
- Kick-started revenue \$54,000 from zero in 2.5 months at high growth software, adding 41 enterprise accounts to pipeline, led Microsoft partner strategy for Informative Graphics.

### Regional Partner Account Manager | *Microsoft* | 2005 - 2008

Enterprise partner group launched fast growing security software products and SaaS with partners. Relationships at Accenture, Avanade, PwC, HP, Dell, BT GS, National ISVs, SI's and regionals driving transformational change in sales organization and customers with a mission to improve public perceptions and make Microsoft computing environments trustworthy.

- Broke sales quota of \$6 million at 101%, exceeding windows server and tools of Sybari Antigen-Forefront, Exchange Hosted Services SaaS, System Center, Identity Life Cycle, Remote Access, Storage, and datacenter virtualization Hypervisor products.
- Established wins and revenue targets with security partners, providing leadership to engage field sales teams, identifying qualified opportunities for account strategies.
- Developed partner solution plans, fashioned security portfolios and business cases of actionable solutions, and presented them at Security Partner Advisory Councils, briefings.
- Achieved partner readiness baseline and goals, acquired and implemented resources.
- Organized CSO Summit, winning District Customer-Partner Excellence Award.

**Business Development Executive** | *International Network Services (BT-GS)* | 2003 - 2004

Acquired new clients, built alliances, developed security consulting portfolio, and led field engagements, selling into new and managed existing accounts for a global professional services in security, networks, wireless, business processes.

- Increased sales revenues in first 60 days from \$0 to \$165,000, spawning practice for application ethical hacking, risk assessment, defense remediation, architectural and infrastructure portfolio and business processes to government, banking and hosting firms.
- Added \$3.3 million to sales pipeline for consulting services. For Diamond IP, sold DHCP and DNS software to manage IP addresses, servers. Advanced software sales \$350,000.

**Cisco Systems Solutions Manager** | *Williams Communications (aka Blackbox)* | 2000 - 2002

Recruited partners, negotiating a direct Cisco partnership agreement and delivering professional services to enterprise customers with Cisco Systems at the premier Nortel and Cisco telecommunications, call and data centers, wireless, and network professional services firm.

- Ranked first in new revenues sales out of 8 peers, grew pipe \$4 million from zero in flat market conditions. Met quota. Recruited Cisco direct Silver Integration partners.
- Grew margins to yield 35% on client service contracts and doubled closing ratios.
- Introduced component-based consulting agreements and strategic account selling with Cisco Silver partner sales teams, increasing customer engagements by 50%.

**Channel Sales Representative** | *Siemens IC Networks* | 1999 - 2000

Executed on mission to expand networked PBX solutions into small and mid-sized business segments through two-tier distribution with Ingram and TechData; and channel partners at this networking and Telecommunications products and services leader.

- Closed \$1+ million in voice and data product sales, 130% of quota first 12 months.
- Ranked #1 of 11 nationwide recruiting and supporting 31 Siemens Certified Partners.

**Cisco Systems Channel Account Manager** | *Channel Solutions Group* | 1997 - 1998

Recruited and developed network integrators and VAR resellers into Cisco Certified and Premier Partners with two tier distribution through Ingram Micro and Tech Data for this contract sales organization at Cisco, a world leading network services and equipment manufacturer.

- Generated \$2.5 million of Cisco Systems distribution sales opportunities in a year and authorized 122 network integrator partner agreements.
- Shattered quota 140% selling routers, switches, firewalls, and VPN Security products.

**District Manager** | *Transworld Systems, Inc.* | 1986 - 1997

In charge of marketing programs for three Districts and 40 representatives at an NYSE collection agency that provides accounts receivable management services to over 40,000 businesses.

- Hired, directed, & led sales activities for six to twenty direct sales representatives, amassing 2000+ clients and increasing production 15% per year over 5 years.
- Closed average \$4.88 million revenues per year for five years, achieved 125% of quota, winning regional sales volume Challenge Cup 10 quarters as top of ten Districts.
- Climbed to number one regional sales producer of 40 reps.

**Education**

**University of California Berkeley**, CA BA Communications and Business Administration