**ROBERT R. WELCH**

(972) 824-5003 • www.linkedin.com/in/mktman • robertrwelch@gmail.com

**SENIOR ACCOUNT EXECUTIVE • TERRITORY ACCOUNT MANAGER • IT SALES CONSULTANT**

*Enterprise Sales / New Business Development / Account Management / Contract Negotiations / High-Impact Presentations*

Top-performing sales manager offering more than 15 successful years of combined experience in Sales, Cybersecurity and Enterprise IT Sales. A record of always exceeding sales and market share goals within intensely competitive territories. Strong business acumen with the understanding of security threat landscape; trusted advisor to the CIO/CISO selling cybersecurity and services. Driven by challenge and recognized for clear decision-making under pressure, thriving in diverse and fast-paced settings. Demonstrated experience in:

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| --- | --- |
| IT Sales Leadership • Lead Generation • ROI Analysis | Acquiring New Clients • Outbound Prospecting  |
| Cloud Solutions • SaaS/IaaS/PaaS • Manage Sales-Cycles | Enterprise, Mid-market and SMB sales |
| Customer Relations • Product Demos • Pipeline Generation  | Expert C-Suite Presentations • Contract Negotiations |
| Consultative Sales • Channel Sales • Channel Marketing  | Customer-Facing Engagements • Forecasting • Budgeting |
| Cybersecurity • MSSP • Managed Services • IoT | Global Account Management • B2B • Proposal |

CAREER PROGRESSION

McAfee; Dallas, Texas, McAfee.com 2011-Present

*The device-to-cloud cybersecurity company, provides security solutions that protect data and stop threats from device to cloud using an open, proactive, and intelligence-driven approach*

**SENIOR COMMERCIAL ACCOUNT MANAGER • TERRITORY ACCOUNT MANAGER**

* Identified, qualified and closed new opportunities with over $4.2M pipeline generated in 2019.
* Quickly advanced through the ranks from Associate Account Manager to Senior Account Manager.
* Exceeded sales goals and new logo acquisition targets while acting as a collaborative member of the team, running campaigns via phone, email and LinkedIn throughout the Southeast region.
* Sales Excellence Recipient: Net Promoter Q2 2017 – the first time the award was ever given.
* Led Commercial East Team with 179% of quota attainment 2016.
* Relentless and methodical on building strong relationships and identified prospects’ needs at decision-making levels.
* Resolved complex issues, including investigation, coordination and mediating issues before they escalate.
* Planned and coordinated customer meetings, videoconferences, webinars and workshops.
* Mentored and coached Inside AEs and Business development team on setting goals, business planning, corporate strategies, and driving increased revenue by up-selling and cross-selling.

Insight Enterprises, Plano, TX (2005-2010)

*A global technology company that focuses on business-to-business and information technology capabilities for enterprises. Insight focuses on four, primary solution areas: Supply Chain Optimization, Cloud + Data Center Transformation.*

**CHANNEL MARKETING • PRODUCT MANAGER** (11/07-11/10)

* Development of product promotions, messaging, and positioning statements for more than 50 software publishers.
* Designed and implemented a methodology for a multi-touch multi-publisher marketing campaign that generated over $800,000 in quotes and $350,000 in net new sales.
* Constructed client database of more than 300,000 contacts; campaign list requirements, distribution of leads to sales and organization of lead nurturing campaigns resulting in more than 1000 net new clients.
* Managed campaign tracking and analysis processes to determine performance against revenue plans (including ROI) providing results and strategy recommendations to senior management.
* Created regional seminars and client facing events while leveraged publisher marketing development funds (MDF). Activities resulted in the education and awareness of the publisher’s latest products and solutions.­­

**MARKETING STRATEGIST/PROJECT MANAGER** (02/06-01/07)

* Managed and lead 8 taskforce teams of 12+ people overseeing all aspects of the Go-to-Market Strategy achieving 100% of targeted deadlines; presented bi-weekly progress meetings to the Chief Marketing Officer.
* Organized and oversaw the implementation of promotions using cross-functional in-house advertising agency, creative staff, event planner, tradeshow, and web development, plus third-party vendors such as list brokers, advertising agencies, web hosting and development, telemarketing, direct mail houses.
* Created electronic direct mailings with embedded multi-media messaging which resulted in over 1800 net new leads for the North American sales force.

**BUSINESS DEVEPLOMENT MANAGER** (04/05-02/06)

* Expert licensing advisor for SAP Business Objects and IBM solutions, focusing on demand generation programs to acquire new clients and greater share of existing client’s IT spend.
* Consistently achieved overall revenue and gross profit goals of more than 100%
* Known as the go-to guy and the technical expert on the customers’ strategy, business systems, and operating philosophies.
* Recommend optimal configurations for the customer’s environment, and present technical solutions that solve the customer's business problems.
* Coordinated the sales pipeline: quote tracking, order tracking, close ratio and open opportunities.

Texas Instruments, Dallas, TX(1984-2005)

*Texas Instruments Incorporated operates as a semiconductor design and manufacturing company. The Company develops analog ICs and embedded processors. Texas Instruments serves customers worldwide.*

**WORLD WIDE PRODUCT/MARKETING MANAGER** (2000-2005)

* Developed business plans, roadmaps, marketing strategies, product pricing, forecasting, negotiations, market analysis and the support of select OEM accounts while visiting accounts globally to determine new product trends, feature requirements.
* Managed distribution channel accounts include: Avnet, Arrow, World Piece International.
* Provided training and worldwide pricing for interface and commodity products increasing sales and profits by greater than 65%
* Generated over $25 million in sales in 2003 by developing and implementing a new product introduction and strategy for the PC add-in card, hard disk drive and flat panel display markets.
* Attended customer reviews and negotiated pricing agreements for more than 90 different customers in the US, Canada and Asian markets improving gross profit margins by 12%.
* Developed an automated system of data collection for the physical analysis of device cost to build and recommending actions to improve GPM, resulting in annual cost saving of more them $10 Million.

**Financial Analyst, Wireless, Product/Test Engineering Technician** (1984-00)

ADDITIONAL EXPERIECNE

**Technology Summary/Skills**

* Advanced Excel/Analytics
* Regulatory Compliance
* NIST/GDPR/PCI-DSS
* PowerPoint/Word/Visio
* Sandler Sales Methodologies
* Statistical Process Control
* Branding/Social Media
* Competitive Analysis
* Command the Message

**Education**

* Bachelor of Science (BS), Business Administration University of Texas at Dallas, TX; Cum Laude
* Associate of Science (AS), United Electronics Institute, Tampa, FL
* Course work Project Management (PMP), CompTIA Network+, AWS Security Specialty, AWS Solutions Architect Associate.

**Certifications**

* AWS Certified Cloud Practitioner (Nov. 2019)
* Citrix Certified Sales Professional (CCSP)
* McAfee Certified Sales Professional

**Awards**

* Golden Key National Honor Society
* Received an advertising excellence award from ECN magazine.
	+ Published the article; “Will we see a new interface standard for LCD displays?”

**Volunteer Work**; H.o.p.e’s House, Webmaster for Allen High School Swimming and Diving team