

# Brad Miser

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## Overview

Experienced, highly successful sales engineer with exceptional communication, project management, and analytical skills. Deliver value-based software demos resulting in sales of facility management, capital planning, project management, and capital budget/spend tracking software into multiple markets including retail, government, education, and corporate. Effective leader who mentors others while managing simultaneous projects. Strategic thinker with focus on continuous improvement and quality of results ensuring objectives are accomplished. Expert content developer. Effective communicator with broad technical knowledge; author of 60 books. Able to learn and develop new concepts and content quickly and effectively. B.S. in Mechanical Engineering. Extremely versatile multi-tasker. Self-motivated, enthusiastic, dedicated, and responsible.

## Professional Experience

### **Accruent, Inc. (including acquisition of VFA, Inc.) (Facility Management, Capital Planning, and Project Management Software/Services)**

*Principal Sales Engineer, 4/16-present*

*Sales Engineer II, 11/14-4/16*

*Solutions Consultant, 8/06-11/14*

*Manager, Education and Support Services, 9/05-11/05*

*Senior Technical Communicator, 6/00-9/05*

- **Sales.** Work closely with account executives to develop solutions for prospects to drive sales process. Conduct on-site and remote presentations and software demonstrations for wide variety of audiences. Develop proposals, pricing, presentations, and other sales tools. Develop and maintain software demonstration environments. Successfully execute large number of prospect engagements; helped close multiple new business deals over the past year.
- **Product development.** Define business requirements for software and work with developers to ensure product meets market requirements. Review in-process designs and provide feedback based on customer experience and expectations. Managed service team involvement in product development process.
- **Account management.** Led client and internal personnel in implementation of a web-based capital budget/spend tracking application. Defined project plans, led redesign of client business processes, worked with clients on-site to implement software. Successful implementations resulted in improved business processes and cost savings.
- **Training.** Developed training agendas, requirements, and materials (presentations, exercises, etc.) for various topics and audiences. Successfully delivered training to hundreds of users, both onsite and online.
- **Customer support.** Managed customer support to resolve customer issues and provide feedback for product development. Developed support policies, processes, and reports. Resolved customer issues through education, application configuration, or product changes.
- **Documentation.** Developed user and administrator documentation and training materials. Created and edited conceptual and instructional documentation; hired and managed outside resources. Created thousands of pages of documentation in various formats through many software releases.

### **Humanizing Technologies, Inc. (Software)**

*Director, Product and Customer Services, 5/06-8/06*

*Product Manager, 11/05-5/06*

- **Product management.** Led team to develop requirements for products by defining functionality, user flows, and business rules. Team created scope documents, user interface design, and other elements. Coordinated designs with technical, marketing, and executive teams.
- **Customer support.** Created and maintained customer support policies and processes. Built and managed support team, including defining job requirements and identifying, hiring, and managing support personnel.
- **Documentation.** Developed user and administration documentation and training materials, including conceptual presentations, step-by-step guides, and more. Updated documents for new releases.
- **Special projects.** Executed special projects, including writing grant proposals, white papers, etc.

**Rolls-Royce, LLC (Aircraft Engines and Technology)**

*Lead Proposal Specialist, 9/97-6/00*

*Engineering Proposal Specialist, 7/95-9/97*

*Engineering Proposal Coordinator, 1/92-9/93*

*Reliability Engineer, 7/89-1/92*

- **Proposal management.** Guided teams of management, technical, and support personnel to deliver technical proposals to meet complex customer requirements and tight deadlines. Used proposal expertise to develop and lead ad hoc teams to meet critical business goals. Recognized for key role in many winning proposals worth billions of dollars including B-52 Engine Modernization, Allison APU for AAV, etc.
- **Proposal development.** Analyzed customer requirements and developed sales strategies. Created outlines and plans that guided large teams of contributors. Wrote and edited technical proposals. Created executive summaries cited numerous times as key factors in wins.
- **Proposal operations.** Managed proposal operations, including planning, scheduling, assigning authors, coordinating inputs, managing workflow and production process, and directing formal reviews. Developed automated proposal administrative system to measure and report on effectiveness and cost/benefit analysis. Administered annual budget of more than \$3M.
- **Training.** Trained engineers on effective proposal writing techniques. Tutored proposal managers to enable them to lead proposal teams effectively.
- **Reliability analysis.** Analyzed existing and proposed designs. Worked with design engineers to improve reliability of products.

**Macmillan Computer Publishing (Computer Book Publisher)**

*Development Editor, 9/93-7/95*

- **Book development.** Managed all aspects of computer book projects. Created and implemented development plans based on book concepts. Edited text for accuracy, completeness, and clarity. Led teams of authors, editors, reviewers, and production personnel successfully producing more than 45 books in less than two years.

**U.S. Army Aviation Development Test Activity (Military Aviation Development Testing Organization)**

*Project Officer/Engineer, 8/87-7/89*

- **Test project management.** Designed test plans. Directed teams of pilots, mechanics, data collectors, and others during test programs. Reported results to customers through written documents and oral presentations. Received customer awards for several projects, such as a recognition award from the UH-60 Program Office for the UH-60A Reliability Test Program.

**Other Accomplishments**

- **Books.** Author of more than 60 books on various topics, including the best-selling *My iPhone* and *My iPhone for Seniors*, that have sold more than 500,000 copies (search for Brad Miser on Amazon.com).
- **Magazines.** Published multiple articles in magazines and newsletters.

**Education**

**California Polytechnic State University, San Luis Obispo, CA**

*Bachelor of Science in Mechanical Engineering, 1986*

**U.S. Army School of Engineering and Logistics**

*Maintainability Engineering, 1987*

*Portfolio available for review during interview. References available upon request.*