Richard A. Devones

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**SALES EXECUTIVE**

**SUMMARY OF QUALIFICATIONS**

Highly successful career working for start-ups to global corporations with accomplishments in Sales, Marketing, GTM Strategy, Support, and Engineering

* Career experience spans global technical sales, marketing and service
* GTM Strategy and Launch includes Microsoft Security Experts and Cisco Unity

**BACKGROUND**

* Ardent and adaptable professional maneuvering in new ambiguous situations to learn, operate and achieve goals quickly, Able team and cross-functional leader
* Innate planning and problem-solving ability with strong communication skills coupled with high emotional intelligence and aptitude for developing long-term relationships.

**SELECTED ACCOMPLISHMENTS**

- As Saab Combitech VP: Direct and OEM sales (machine vision, programmable controllers, test & measurement) into industrial manufacturing and defense with sales to NASA and Boeing

- As Product Lead in Office of the CTO of Booz Allen – Creating roadmap for Boeing T-7A OEM partnership agreement for commercialization of XRAE AI tech developed for defense

- Serving as focal point and ‘connective tissue’ to yield WW partner ecosystem GTM strategy and enablement programs for Microsoft Security Experts MDR managed services**;** ProgramManaging top partners to learn API wish-list and create MXDR Engineering Roadmap, Ideating with stakeholders and partners to author Ecosystem Strategy GTM Plan (White Paper) – investments including better partner API integrations and specialized MISA co-marketing and co-selling programs. Jump-starting top partners and GSIs into Verified MXDR Solution status

- Creating GTM strategy and enabling new ‘from-the-ground-up’ US channel in 9 months for launching disruptive VoIP unified communications by MSFT ISV through creating and managing GTM programs and strategic alliances; Igniting sales from zero and scaling to $100M+/year through acquisition. By 2023 over 100M Cisco IP phones sold with Cisco Unity Connection

- Executing European, Asian and US launch and ongoing strategic development for quality control system; Convincing Boeing (USAF F-22) to become lead customer ($2M per system) from a start-up; Moving initial orders into sales at multiple sites and down supply chain

- Increasing Synrad US laser marking system sales 400% (to $5 million) in under one year, 100% (to $10 million) in the next and continuing with 60% growth

- SaaS sales mandate for performance monitoring and load testing; As SME analyzing and resolving the most challenging ‘large revenue at risk’ issues; As Product Lead driving strategy and roadmap to product success

**EDUCATION**

BSEE - University of Washington, Bachelor of Science in Electrical Engineering

**SKILLS**

**Sales and Business Development** (New Logo Hunting & Farming Existing Business) – Utilizing solutions sales-consultative selling techniques to close sales; Developing account strategies,

Continually probing the account to learn the politics and budgets of the stakeholders

**Product Marketing Management & Product Management** – Conducting qualitative and quantitative market and competitive research; Developing buyer personas and use case analysis; Managing trade shows, road-shows, and user conferences; Managing marketing budget; Supporting and enabling sales with training, case studies and presentations, Writing and editing content/copy including social media; Managing online presence; Creating messaging and demand generation for campaigns using in-house and agency resources; Determining specs and market to create MRD, PRD, MVP, Managing roadmap, backlog, pricing, Product Life Cycle, segmentation, Managing marketing team and software developers;

**GTM Program Management** – Leading transformation; Creating business plans; Developing workback and managing timelines; Synthesis and execution of plans from opportunity, needs, and competitive analysis including SWOT technique; Segmenting with sales plays to focus on ‘low hanging fruit’ for fast results; Taking corporate goals from management to formulate strategy, tactics and actions to execute GTM plans to achieve goals. Enabling partners and sales with incentives, programs, training, and materials; Developing relationships with early adopters for proof points and market intelligence.

**Partner Recruitment and Management** – Prospecting, recruiting, onboarding, enabling and managing distributor, VAR, SI, GSI, ISV, MSP, MSSP & OEM relationships including revenue forecasting, pipeline review, account planning, channel conflict and expense budgeting; Developing and implementing country-specific demand generation and digital marketing programs and conducting joint sales buddy calls; Creating training & certification partner programs. Hosting user conferences

**Customer Success & Technical Account Management** – Earning the status of trusted technical advisor by building and sustaining long term relationships with key technical personnel; Directly or through escalation effectively solving commercial and complex technical problems; Performing account usage analysis, reviews, upsells/cross-sells/renewals; Soliciting feedback for feature requests and process improvements; Providing industry outlook and thought leadership; Acting as Voice of Customer; Obtaining references for marketing, Ensuring training of new features and advising in optimized SaaS use resulting in customer’s visible quantified ROI value and high NPS to employer resulting in retention

**Cross Functional Teamwork and Leadership** – Building cohesive, collaborative internal relationships resulting in high teamwork achievement; Ability to thrive in matrixed environments.

**Communications & Problem Solving** – Presenting and convincing from C-level executive to factory-floor. Ability to quickly grasp and effectively solve political/commercial and complex technical problems

**Technical** – Electrical Engineer, lasers, photonics, digital photogrammetry, metrology, process control, computer vision, power, distribution, protection, UPS, Inverters, batteries, servo valves, MCCs, Computer Rooms, sensors, 3D data collection, NIST, AI-driven analytics; VoIP, Telephony, Networking, TCP/IP, DNS, HTTP/S TLS, VM, NOC, SOAP and RESTful APIs, SPA, React, Cybersecurity MDR, zero trust, vulnerability scanning, SDLC, CI/CD, JIRA, Confluence, Salesforce, Grafana, Load Testing, AWS Cloud DevOps. Program Management, Project Management, Agile, Scrum, Gantt, Waterfall, Stage-Gate

**EXPERIENCE**

**Independent Contractor - Shelton, WA (4/2023 – 11/2024)**

- Conducting think-tank research; Providing recommendations on strategy; Assisting in family business

***Product Lead***

**Mondo - Booz Allen Hamilton, Washington, D.C. (1/2023 – 4/2023) Management Consulting**

- Hired by Office of the CTO for GTM commercialization of ML/AI tech developed for defense

- Conducting GTM planning; Scoping roadmap for OEM partnerships (Boeing and Lockheed Martin)

- Discerning DoD requirements for Space Development Agency LEO Battle Management C3 system.

***Sr. Consultant II – Partner Ecosystem GTM Strategy Marketing Manager***

**Bridge Partners - Microsoft, Bellevue WA (10/2021 – 8/2022) Tech Marketing Consulting**

- Hired for strategy and build-out of partner GTM plan for new cybersecurity MDR managed services

- Communicating internal narrative, managing meeting cadence and workstreams across SCI GTM, Incubations, Engineering, Customer Experience, Product Marketing, Business Planning, Business Development, Azure Marketplace, PR, CELA, Alliances and Field and GSI Sales

- Program Managing technology partners BlueVoyant, CRITICALSTART, Mandiant, Open Systems and Red Canary for technical and GTM input; Producing API roadmap for Engineering

- Jump-starting top GSIs Atos, Accenture, Capgemini, Cognizant, EY, HCL, PwC, TCS and Wipro

- Creating Ecosystem Strategy GTM Plan (White Paper) on schedule with team achievement of all goals

***Sales Engineer / PMM / TAM - Sr. Systems Engineer / Sr. Support Engineer / Product Lead***

**AlertSite/SmartBear Software, Coconut Creek, FL (8/2008 – 8/2020) SDLC Tools & Monitoring SaaS**

- Discerning requirements, presenting solutions and conducting POC trials; Onboarding-training-renewals

- Conducting account reviews, QBRs and customer success activities

- Becoming top SME ‘trusted advisor’ leading to customer success, renewal and increased usage

- GTM launch, positioning, messaging, and sales enablement for new Load Test SaaS

- Solving top escalated technical cases; Meeting all SLAs; Providing Voice of Customer leadership

- Learning top desired features; Writing JIRA user stories; Prioritizing Backlog, Running daily stand-up

***Channel Marketing Manager***

**BitDefender, Fort Lauderdale, FL (1/2008 – 8/2008) Cybersecurity Software**

- Implementing GTM plan for new solutions suite adding B2B to B2C core business.

- Developing and fielding demand generation marketing campaigns; Managing trade shows and lead flow

- Pioneering membership in MSP Alliance; Creating partner portal website

***Business Development Manager - Sales***

**Bematech, Atlanta, GA (2/2006 – 6/2007) Brazilian OEM Hardware and Retail Automation Systems**

- Running GTM launch in North America; Reporting to CEO of $150+ million manufacturer in Brazil

- Managing Microsoft Ecosystem relationship; Negotiating and managing $3M ARR strategic account

- Performing office start-up, strategic planning, marketing, and business dev - sales.

***Independent Contractor –* Miami Beach, FL, Panamá, Panamá (2/2003 – 1/2006*)***

- Acting as sales agent; Performing strategic alliance development for commercial enterprises

- Conducting research and analysis; Providing recommendations for Executive Branch organizations

***Sales and Marketing Manager, Caribbean & Latin* America**

**Princeton Softech/Optim IBM, Miami, FL (2/2001 – 1/2003). Enterprise Database Archiving ISV**   
- Hired for channel GTM launch and sales in Latin America

- Performing analysis of potential distributors, followed by negotiation, onboarding and sales operations

- Executing launch MDF programs (road & trade show events, advertising & incentives)

- Forecasting and managing funnel; Developing account plans; Achieving quota in 6 mos.

***Channel Sales Manager***

**Active Voice/Cisco Systems, Seattle, WA (5/1998 – 2/2001). Unified Communications & VoIP ISV**   
- Preparing/executing strategy, GTM and launch for Unity TM (today’s Cisco Unity Connection)

- Crafting launch including marketing campaigns, training, certification, seller enablement and technical service/SLA programs

- Recruiting, training, managing, and motivating VARs

- Leading cross functional team with developing and implementing new internal operations processes

- Conducting field sales with direct sales force and channel partners

- Evangelizing and championing across Microsoft, Cisco Systems, and their channels and major customers, resulting in strategic alliances, entry into ecosystems and early adopter sales

- Contributing to successful market acceptance, prime mover to acquisition of Unity TM by Cisco Systems.

***Product Manager / Marketing Manager***

**Synrad, Inc., Mukilteo, WA (6/1996 – 5/1998). RF-Lasers and Galvo Laser Marking Systems**  
- Performing research and operational analysis to create roadmap, business plan, MRD and PRD

- Managing $3+ million advertising budget and placements; Writing copy

- Producing demand generation campaigns and content through in-house and agency resources

- Managing lifecycle, pricing, branding, positioning, packaging and public relations

- Managing Sales Engineering, Applications Lab, Technical Writing, Software Development and international distributors

***International Sales and Marketing Manager / VP***

**Metronor AS, Oslo Norway (1990 - 1996). Photogrammetry Digitalization Quality Control Systems**- Creating start-up business plan from this Saab Combitech-spin-off

- Performing launch at Hanover Messe Industrial Fair

- Preparing collateral; Selecting and managing international distributors while performing on-site Proof Of Concept demos

- Closing sales/conducting strategic account development with large European and Japanese automobile and aerospace manufacturers including BMW, VW, FIAT, Volvo, Saab, Airbus & Aerospatiale

- Leveraging NATO F-16 offset program for US sales

- Appointed Sales VP for USA distributor (JMC Technology Group, Indianapolis, IN); Developing business and closing sales with Boeing Defense and its sub-contractors, Lockheed Martin, GM, and others.

***Project Manager / Marketing & Sales Manager / Vice President***

**Saab Systems, Inc., Seattle, WA (1983 - 1989). High Tech US Subsidiary of Swedish concern**  
- Leading an international electro-optical-based automation manufacturing system development project

- Promoted to perform business development for Saab-Scania Combitech Group (17 high-tech companies) with automobile and aerospace industries, US ARMY, US NAVY, USAF, NASA, and DARPA

- Eliciting government specifications and use cases to relay and collaborate with internal R&D for bidding - Obtaining sole source contract status

- Identifying, performing due diligence and leading companies into strategic alliance/acquisition

- Managing several product introductions

- Managing P&L and Balance Sheet.