Vice President Security Engineers Pre-Sales

ELI NEUMANN

VP PreSales
Sourcefire

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Objective

Take advantage of my extensive experience and success in building highly efficient and productive Technical Sales Teams and running International Operations for Technology companies.

Summary

Executive Manager with well over 20 years of experience in running Global Teams, along with 10 years of International Operations and Business Development experience.

My passion is formulating and executing on models that grow the individuals on the teams I lead while growing company revenue. This has always allowed me to enjoy my job while delivering results. My concept of transitioning Technical Sales centric teams to Business Technologists was formulated while I was at CA and the model was put into action there and at succeeding companies with tremendous success.

Given the challenge to take this model and move it throughout my Global region was an amazing opportunity and one that completely enriched me on Global Cultures and International Business practices. This led to numerous opportunities and responsibilities in the areas of Offshore Solution Centers, International Market penetration, Internationalization projects, Business Development and of course Executive Sponsorship in accounts around the world.

Highlights:
• 5 years in Software Development and Management of Software Development Teams.
• 20+ years experience in Global Pre-sales Leadership.
• Extensive experience in International Operations and Technical Sales Leadership, with specific focus on Asia-Pacific Operations during 2002-2008.
• Responsible for running the Japan Operation in 2004-2005, reducing costs and raising revenue targets
• Member of various Senior Management Teams and Global Leadership Teams over the years.
• Initiated a Senior Global Pre-Sales Manager Council assembled from various companies.
• Built a highly efficient Sales Engineer model that consistently ran with a 5+ year tenure, and an efficient ratio of Sales Reps to SEs.

A Guest speaker at the University of Delaware Business School on International Business Topics.

Serving on the Advisory board of a Startup firm in the SaaS space.

Work History

Sourcefire

Columbia, MD, United States — Dec 2010 - Present

Vice President Security Engineers - Americas

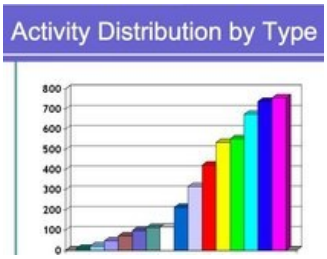
Nu-Age Inc.

High Performance Teams

Technical Sales Teams Issues and Solutions

A brief summary of the typical issues found in growing SE organizations and my accomplished targets.

Organizational Operations Metric



This is a typical collection of the Pre-Sales Organization Operational Metrics that I have been using for many years.

Pre-Sales Operational Metrics

These are the typical metrics I collect on Pre-Sales KPIs. Click the graph above to view or download.

Value Building Podcast

Building Unique Business Value

One of the "Soft Skills" Podcasts that I built for the Pre-Sales Organization

Countries of Business

The typical countries where I have traveled for business

MD, United States 2010

Senior Partner

Consulting for the SMB marketplace
Focus on Top Line revenue growth through the development of both Direct and Indirect sales strategies, transition of Pre-Sales to Business Technologists, the implementation of supporting Business Processes, Sales Methodologies and their automation through enabling technology.

NetSuite

2008 - 2010

VP Sales Engineering Worldwide

Responsible for the Global Pre-Sales Organization for NetSuite along with the Sales Enablement Team responsible for all Technical Sales and Sales Rep training and the Solution Center Team.

Team members are located across North America, Asia Pacific and EMEA.

- Managed the Worldwide Pre-Sales Team. Introduced the technical selling concept of the Proof-of-Value (POV) utilizing a strategic Value based approach which is part of all sales cycles of the Direct Sales Team as well as many of our partners.
- Created and Developed the Solution Center based out of Manila to handle all customizations and back office operations for the field Sales Engineers.
- Built a Sales Enablement Team responsible for Development and roll out of all training content for internal Sales Reps, Sales Engineers and Partners. This included On-Demand as well as classroom training.
- Developed a Growth plan and levels for the Team to promote retention
- Implemented many processes and procedures to streamline the operation and Sales Process
- Expanded the International presence in to parts of the Middle East and Asia. Built up a Japan based team and developed partner relationships in the Japan region.

Software AG/webMethods

Reston, VA, United States 2001 - 2008

Senior Vice President Global Pre-Sales

Manage the Worldwide Pre-Sales Team for SAG. This Team has a headcount of about 250 SEs and Management supporting the webMethods product stack sales. Successfully transitioned the SE Team from a pure technical skill set to a Business Technologist skill set. Retention averages of 5+ years for the North America and EMEA Team. Was responsible for running the Japan operation in 2003-2004 and I remained heavily engaged in Asia Sales and operations since 2001, focused on Australia, New Zealand, Asean, Japan and Greater China.

- Member of the Global Leadership Team
- Own the P&L of the Worldwide Team
- Manage the combined Solution Center, the RFP Center, the POC Swat Team and the Partner SE Support Team
- Creator of the Proof-of-Value concept (POV) which doubled our success rate in deal closings
- Recipient of the Annual Presidents Award 2005

Formed and Headed up a SVP Presales Council with Global Executives from 6 software companies

Excel in building close knit highly productive technical Teams, running efficient operations and building synergies in International operations.

Datazen

Reston, VA, United States 2000 - 2001

References

Phillip Merrick (Superior)

Co-Founder & Chairman
VisualCV

Founder of webMethods, my Superior for 6 years.

David Mitchell (Superior)

President/CEO
Global 360

My Direct Manager for 7 Years, current CEO of Global 360.

Debbie Rosen (Superior)

EVP

Former EVP at webMethods, co-worker/Superior for the past 20 years.

Where I have done Busi

Underwater Hobby

Eel Flossing

While down with my kids diving I happened upon a Moray Eel getting his teeth cleaned...

Vice President WW Pre/Post Sales

Responsible for the Leadership and Management of the Worldwide Pre-sales Systems Engineers as well as the Post Sales Consultants for this Startup venture.

- Built and Managed the Pre/Post-Sales Team on a Global basis from startup
- Member of the Executive Team and responsible for overseas office rollout
- Worked with the VC firms on strategy, direction and Marketing Plans
- Managed the SaaS Center and Demo Center
- Opened International Offices and launched local Pre/Post Sales

Israel Aircraft Industries

Tel Aviv, Israel 1986 - 1988

Software Development Manager

Managed a software development team designing automated aircraft wiring systems.
Designed and developed a Software Life Cycle management system on the Oracle Database.

Computer Associates

Reston, VA, United States 1988 - 2000

Vice President Pre-Sales

Managed the Mid-Atlantic Pre-Sales Team carrying an annual quota of $300-400 million with an SE headcount of about 80.
Responsible for the local Virtual Enterprise demo center.
Started as a Systems Engineer on Database, Applications development and EIS and moved up through SE Manager, SE Director, to Vice President.

- Held the highest retention rate in the company
- Developed the Business Technologist SE profile and ramped individuals to this level
- Directed the first Team of Business Technologists in addition to the Regional Pre-Sales Team
- Developed numerous Data Mining systems for use by Corporate
- Worked directly with the CEO and COO on a number of projects related to field activities, demo packages as well as system development for Corporate

Amdahl Corporation

Sunnyvale, CA, United States 1984 - 1986

Systems Engineer

A member of the Software Development staff within the Design Automation Group. Responsible for development of the Timing Analysis Modeling Programs.

Education

University of MIchigan

Ann Arbor, MI, United States Sep 1979 - Dec 1983

BSc, Computer Engineering

Completed my degree in Computer Engineering with concentration on Computer Graphics, CAD/CAM and Relational Databases.

Interests

Scuba Diving, Kayaking, Underwater Photography, Road and Mountain Biking, Guitar Playing, Wine Making and World Travel.

Shark Feeding Dive

An Adrenaline Rush...feeding the sharks!!!

Recent books read: "From Good to Great", "The Three Signs..." by Patrick Lencioni, "Three Cups of Tea" (Great book!!!), "The Kite Runner", "The Adversity Advantage" (Erik Weihenmayer - The only blind climber to reach the 7 summits), "The Leadership Pill" - Ken Blanchard

Currently Reading:
"Death by Meeting" - Patrick Lencioni
"Sun Tzu and the Art of Business" - Mark McNeilly

References

C-level references available on a Global scale

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