

# DEVIN JEFFRIES

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## GLOBAL SALES EXECUTIVE

**Special Focus: Technology/Software, including Big Data, InfoSec, AppSec, and Infrastructure**

**Consistently turn around underperforming organizations and resolve problems that have defied solutions.** Build, lead, and motivate teams that exceed expectations to produce multimillion-dollar business results. Enable companies to scale operations to the next level by thorough analysis, innovation, and effective use of technologies. Serve as a compelling advocate to strengthen customer satisfaction and retention.

### Value-Added Areas

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| ➔ Strategic Sales & Business Development | ➔ Scalable & Repeatable Solutions            |
| ➔ Revenue & Profit Growth                | ➔ High-Level Customer Relationship Building  |
| ➔ World-Class Team Leadership            | ➔ Commercial & Enterprise Account Management |

## SALES EXPERIENCE AND ACHIEVEMENTS

### Sales Consultant, Edwards Consulting, Belmont, CA, 2017–Present

**Provide BPO, management, and consulting services to optimize, scale, or build** sales organizations, recurring revenue practices, and appropriate tools. Client engagements have included the following:

- ➔ **Advisor, Porterfield Technologies**, Los Angeles, CA, 2018–Present: Rounded out product roadmap, spearheaded customer discovery, and took product from an idea with slideware and demo videos to a functional application available in App and Google Play Store.
- ➔ **Vice President, Product & Product Sales, Breakthrough Solutions**, San Ramon, CA, 2015–2016: Created end-to-end process for developing cutting-edge enterprise product and taking it to market. Developed go-to-market strategy.
- ➔ **Worldwide Director of Renewals, Ramp-Up Security**, Mountain View, CA, 2015–2016: Managed 55 direct reports globally, supporting 10,000+ customers and \$60+ million revenue in existing book-of-business. Led global renewals/customer success team.
- ➔ **Global Renewals Manager, Cloud Technology Options**, Sunnyvale, CA, 2015: Revamped, executed, and sustained cloud-based, SaaS subscription recurring-revenue platform.

### Key actions and results include the following:

- ➔ **Post-Divestiture Crisis:** Resolved immediate need at Ramp-Up Security by creating and executing aggressive, short-term crisis-management plan. Closed more than \$1 million in critical orders; finished first quarter at 90% of goal and over-achieved plan in less than five months.
- ➔ **Renewals and Customer Retention:** Achieved 110% renewal rate and developed customer-success playbook that spurred 98% customer retention, while maintaining full responsibility for \$20 million in global business at Cloud Technology Options.

### Director of Sales, Data Communications, Inc., San Francisco, CA, 2015–2017

**Drove sales development activity for this real-time streaming, big data analytics start-up.** Increased logo business 60% and YOY revenue 26%. Achieved best quarter in company history for Q3.

- ➔ **MSZ Account Turnaround:** Salvaged shaky account and restored customer relationship. Transformed \$190,000 at-risk renewal into \$385,000+ agreement; enabled customer to spread cost across several units, which resulted in 12% increase in account footprint.
- ➔ **Josefson Account Resolution:** Rescued \$260,000 deal by devising solution that overcame infrastructure requirement for free product/paid support service. Enabled customer to purchase support and deploy system by installing free license and gateway.

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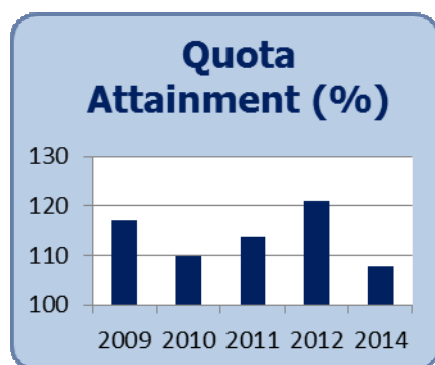
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**Manager-Americas Renewals, Forsman/TopApp Company, Menlo Park, CA, 2009–2015**

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**Held hybrid sales/sales management role.** Focused on service contract renewals, account management, and pursuit of growth opportunities for incremental revenue with existing customer base. Maintained end-to-end responsibility for \$20 million in renewals. Led four-person global team and managed APAC territory accounts. Executed actions to maintain stability and protect book of recurring business during Forsman acquisition.

- ➔ **Renewals/Recurring Revenue Program:** Created and implemented comprehensive renewals process and customer success program from scratch.
- ➔ **Major Account Expansion:** Partnered with customer's senior VP of worldwide operations to prevent continued erosion of revenue potential. Created true-up program that turned \$480,000 contract into 3-year, \$2.5 million agreement—the largest in company history.
- ➔ **Business Increase:** Closed more than \$590,000 of new business on top of renewals responsibility in 2012.



- ➔ Increased maintenance revenues 10%, YOY, 2009–2012.
- ➔ Over-achieved quota between 108% and 121%, 2009–2014.
- ➔ Earned President's Club membership three years, 2009–2011.
- ➔ Ranked as "top performer" in 2014.

Additional value-added contributions:

- ➔ Managed strategy, channel direction, and conflict resolution.
- ➔ Improved efficiency of organizational information flow.
- ➔ Enhanced CRM functionality and utilization.

## EARLIER EXPERIENCE

### **Regional Sales Director, Transition Relocation Systems, Sunnyvale, CA, 2008–2009**

Directed sales of commercial moving services in Northern California. Implemented and managed sales process for new team. Generated additional business in 20 target accounts in Silicon Valley "Top 100" within a year.

### **Territory Account Manager, Hitachi Data Systems, Santa Clara, CA, 2007–2008**

Sold storage infrastructure solutions, storage management software, and professional services in SMB space. Collaborated with value-added partners and end-users to close and fulfill new business. Achieved 102% of quota.

### **Sr. Service Sales Rep, Sun Microsystems, San Francisco, CA, 2005–2007**

As inside sales rep, serviced \$10 million territory. Exceeded targets for five consecutive quarters, with results between 161% and 954%. Singlehandedly captured \$10+ million in revenue on HDS-branded storage arrays. Established and maintained proprietary "best practices" knowledge repository/intranet. Led customer-focused sales training at both company and account level.

## EDUCATION

**Master of Business Administration (MBA)**, in-progress, San Jose State University, CA  
**Bachelor of Science (BS), Computer Science**, San Jose State University, 2002

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