

# Timothy Russell

## Senior Presales Engineer

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## Professional Summary

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Experienced Senior Presales Engineer with a passion for technology and a decade-long track record of driving success in technology consulting, solution selling, project management, and data analytics. Proven technical expertise in discovering prospect pain points and designing customer solutions to consistently achieving exceptional business outcomes, customer experience, and sales results across various technology domains, including Cloud, Networking, Data Centre, Collaboration, Cyber Security, FinTech, Enterprise Resource Planning (ERP), eCommerce, and SaaS / PaaS offerings.

## Work Experience

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### ECI – Lead Sales Engineer for APAC LBMH (Sydney)

2022 – Present

- **Doubled sales revenue** by collaborating with account executives to sell SaaS ERP solutions and eCommerce platforms within the LBMH retail market across APAC.
- **Optimized the sales process** by ensuring accurate representation of the solution and customers' business through **dedicated management and maintenance of demo environments** and delivered an average of **3 bespoke customer demonstrations per week** in CY23.
- **Increased sales conversion rate** and **significantly boosted customer confidence** by executing many impactful Proof of Concepts (PoCs) and Demonstrations to address bespoke customer needs.
- **Built Pipeline by Enhancing Brand Visibility** through innovatively creating **marketing videos**.
- **Increased leads** though educating customers on solution advantages by **delivering impactful webinars and presentations at industry events / industry conferences**.
- **Successfully contributed and benefited from knowledge-share**, collaborating cross-functionally with product team and account executives to positively impact sales strategy.
- **Established strong post-sales relationships**, consistently exceeding customer expectations and **earning repeat business**, receiving many accolades for **going above and beyond for customers**.

### Glory Global Solutions – Senior Technical Consultant & Project Manager (Sydney)

2020 - 2022

- **Championed a 140% increase in sales revenue** and **10x increase in recurring revenue** within 12 months for opportunities for which I **spearheaded the Pre-Sales initiative**.
- **Negotiated and closed complex deals**, consistently upselling and achieving **higher deal values**.
- **Improved sales performance, recurring revenue, and customer satisfaction** by leading digital transformation initiatives and successfully **pivoting the business towards AS-A-Service models**.
- **Exceeding and meeting expectations and deadlines** by **expertly managed multiple projects**, including POCs, software developments, mini-projects, and service deliveries.
- **Developed optimised sales strategies and knowledge share** in ANZ market for specific markets by successfully collaborating cross-functionally with product teams and account executives.
- **Saved a \$500k opportunity in recurring revenue, created \$150k in new recurring revenue, and opened-up millions in upsell opportunities across the business globally** through collaboration across multiple function teams and geographies to innovatively spearhead the creation of new services that **solved customer's security management problem**.
- **Received accolades for outstanding customer rapport with key accounts**, consistently building trust and ensuring long-term customer post-sales relationships.

## Cisco Systems – Global Sales Engineer (Sydney)

2018 - 2019

- **Generated 6- to 8-figure pipelines** for accounts, exceeding sales targets and closing multiple deals.
- **Improved customer engagement 200%** by strategically managing accounts sales plans.
- **Consistently delivered compelling presentations, demonstrations and POCs to customers** that effectively showcasing solution capabilities and benefits, driving customer interest.
- **Fostered collaboration and strategic alignment** by serving as a critical link between regional and HQ account leads across multiple high-value accounts.
- **Uncovered lucrative selling opportunities** by gathered and analysing customer install base data.

## Cisco Systems – Inside Sales Engineer (Sydney)

2017 – 2018

- **Exceeded revenue targets** across my entire patch by leveraging in-depth product knowledge and solution expertise to engage SMB and Mid-Market customers.
- **Empowered partners** to effectively sell Cisco's portfolio by filling knowledge gaps when creating and delivering **instrumental partner training to strategic channel partners**.
- **Improved sales team performance and efficiency** by researching, developing, and implementing **effective technical resource alignment models and strategies**.
- **Accelerated product sales** by enhancing the sales team's capabilities through the creation and delivery of **Account Manager Technical Training** geared towards Account Executives and BDMs.

## Cisco Systems – Pre-Sales Global Virtual Engineer (Sydney)

2014 – 2017

- **Exceeding KPIs by over 250%** by showcasing technical expertise and excellence; **consistently recognized as Engineer of the Quarter**.
- **Provided technical support** to Account Managers and Cisco Partners worldwide, ensuring **seamless collaboration and successful solution design**.
- **Delivered impactful product demonstrations, presentations, and partner training sessions**, contributing to increased sales.
- **Winning critical deals for the company** through management and participation in **responding to RFPs and RFIs**.
- **Contributed to strategic initiatives** as a valued member the GVE Council and Network Programmability Teams.

## Cisco Systems – Associate Systems Engineer (Singapore)

2013 – 2014

- **Graduated from the Cisco Sales Associates Program (CSAP)** with honours, obtaining CCNA and CCNP certifications.
- **Demonstrated adaptability, accountability, and a growth mindset** by rotating through various roles and acquiring diverse skills in sales and technology.
- **Contributed to the success of the Customer Experience Centre and Cisco Proof of Concept labs**, ensuring seamless customer interactions and solution deployments.

## Finisar – Intern (Sydney)

May - July 2013

- **Boosted efficiency and productivity** through the development of a Java application that streamlined and automated the collection and presentation of key metrics, **reducing manual effort by nearly 100%, transforming several hours of work to several seconds**.
- **Assisted in testing and troubleshooting surface-mount PCBs**, contributing to prototype hardware development and delivery.

## Key Roles and Responsibilities

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### Pre-sales Support of Sales Teams and Partners

- **Ownership of Pre-sales Duties** including gathering customer requirements, building rapport with key stakeholders, solution consultation, design and demonstration, proof of concepts & pilot programs (from scoping, deployment, analysis, and presentation), return on investment (ROI) analysis, creation and delivery of customer and solution presentations, install base refresh.
- **Created Professional Documentation** including Bill of Materials & Quotes, Request for Information (RFI), Request for Proposal (RFP), Scope of Works and Statement of Works.
- **Expanded Expertise** with Technical and Sales Certifications, in-depth study of products in which I'm designated the SME, role-relevant courses, adapting to new technology and markets to expand knowledge domains, market-insight training, and delivering training to sales teams, partners, and customers.

### Post-Sales Support (and other functions for the business)

- **Project Management** of service delivery and custom developments, ownership of identity access and Management (IAM) customer support, and Banking Reconciliation support.
- **Customer Success Management** for key accounts involving issue resolution, product training, consulting on productivity and best business practice for customers to extract optimum value from technology, custom developments and bug fixes, custom BI analysis, technology insight workshops, and most important, overall customer satisfaction leading to continued business and revenue.

### Technical and Soft Skill Accumulation and Utilisation

- CCNA (Collaboration), CCNP (R&S), CMNA (Meraki), Python, Cyber Security, Java, SQL.
- Miller Heinman Training, MEDDPICC Training, Demo2Win Training, Fire-Up! Presentation Training, Communication Foundations, Communicating with Emotional Intelligence, Negotiation, Critical Thinking, Professional Service Selling, Advanced Persuasive Selling, Project Management.

## Education and Training

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### University of New South Wales – Graduate Certificate in Data Science

**Currently Studying – 50% Completed – Expected Completion May 2024**

### University of Wollongong – Bachelor of Engineering Honours Class I (Telecommunications)

**2009 – 2013**

- Distinction Average
- Dean's Merit List
- Thesis presented at IEEE summit for Engineering Education
- BlueScope Steel Prize
- Telstra Award
- Most Popular at Trade Fair Prize
- PhD Scholarship Offered

### Self-Taught Training

AWS, GCP, K8, HTML, CSS, JS, along with many others and many more to come.

## Professional Membership

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- Professionals Australia (formerly APESMA)
- IEEE

For more details, please see my [Online CV](#) or [LinkedIn](#) or reach-out directly.