

**Thomas Jackson**  
**Business Development-Marketing**

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**CAREER PREVIEW**

Business Development and Marketing executive with extensive global sales, product marketing and operations experience aligned with a strong engineering background. Transforming marketing strategies to reality, increasing revenues in emerging markets and leveraging mature business environments.

**ACHIEVEMENTS**

**Increased** new product sales revenues over 65% through solutions selling  
**Exceeded** margin targets and closed sales in excess of \$200MM, executing to sales plan  
**Developed** go-to-market strategy for first Asia product, contract valued \$150MM in first year  
**Managed** million dollar IT programs, reducing Operational quotation cycle time by 50% globally  
**Saved** \$3.5MM annually through improved commercial market product and supply chain strategies  
**Improved** productivity 70% and reducing cycle times by 50% implementing SAP/CRM for Sales

**BUSINESS SKILLS**

Go-to-Market Strategies	Executive/C-Level Relationships	Solutions Sales
Business Feasibility	IT Planning and Budgeting	Marketing Campaigns
Marketing Analytics	Sales Metrics / Analytics	Product Introduction
Consultative Selling	Business Planning	Alliances / Partnerships
Project Management	Pricing/Sales Strategies	Competitive Analysis

**SALES AWARDS**

Circle Of Excellence three years running, Outstanding Performance in Strategic Relationship Building, Portfolio Pioneer Award, Top Talent and Society Of Excellence

**PROFESSIONAL EXPERIENCE**

**SALE FISH MARKETING** – Dallas, TX **2009 - Present**

**Social Media Marketing and Business Development** (2009–Present)

Social media marketing strategies, Go-to-market implementation and competitive market analysis work

- Developed and implement Social Media Marketing strategies. Driving brand awareness with SEO and SEM increasing web traffic. Driving client communications and customer retention.
- Collaborate with iAPP publishers for customer Smart Phone business and product applications.
- Created social media strategies that improve Google SEO, SEM, SMO and page ranking.
- Implemented LinkedIn, Facebook, Twitter, Blogs and analytics to drive measurable performance.
- Develop custom websites with Wordpress, Facebook Pages with FBML and Photoshop artwork.
- Targeting Financial, Interim Management, Supply Chain and Manufacturing businesses.

**NORTEL** – Richardson, TX

**1998 - 2009**

**Global Sales Operations & Business Development** (2006–2009)

Spearheaded new sales and business processes resulting in reduced cost and improved sales cycle times.

- Streamed line new product introductions (NPI) and reduced churn by early engagement of Marketing.
- Develop and execute go-to-market product strategies, collateral, training and business planning.
- Negotiated OEM alliances and partnerships, expanding the portfolio increasing revenues over 10%.
- Created a global sales pricing tool and drove detailed financial and pricing analytic reporting.
- Interfaced closely with Engineering, Product Marketing, Sales and Finance on setting product pricing, strategies and win-loss benchmarking. Identified over \$1MM in cost savings the first quarter.
- Integrated new commercial product offerings and price discount strategies onto a single platform.
- Worked directly with Senior Financial and Operations Management on budget and metrics review.

### **Commercial Marketing Operations & Business Development (2002–2006)**

Implemented new product introduction and deployment strategies simplifying sales configurations.

- Spearheaded a cost reduction program, improving product introductions by bundling. Resulting in greater than \$3.5MM savings yearly, with an 80% reduction in sales order fulfillment time.
- Implemented a product strategy based on customer feedback. Streamlined global order process.
- Oversaw \$400MM IT budget for Quotation/Financial and Provisioning system development (SAP).

### **Solutions Marketing Business Development (2000–2002)**

Identified and developed predefined scalable enterprise solutions for vertical market segments.

- Defined the vertical segments for Financial/Banking (GLBA), Healthcare (HIPPA) and Properties.
- Developed the business case and market roadmaps necessary to secure business funding.
- Researched and created all market data, competitive positioning, financial feasibility and business cases (ROI, NPV), providing sales training, customer interfacing support and lead generation.

### **Sr. Technical Sales Engineer (1998–2000)**

Lead qualification, customer engagements, technical support and assessing customer requirements.

- Exceeded yearly sales quota of \$200M by 50% for 1999 and 2000. Engaging customers through a consultative sales approach and targeting solutions that met their business needs.
- Created end to end wireless network bid responses and lead teams for RFQ bid responses.

**SIEMENS – Richardson, TX**

**1996 - 1998**

#### **Sr. Sales Manager & Business Development**

- Exceeded sales quota signing GSM handsets contracts in excess of \$300M. Through a program of co-marketing campaigns, retail sales training, consumer research, focus groups and local support.
- Negotiated, developed and executed a strategic business case for North America and Asian markets

**ERICSSON – Richardson, TX**

**1995 - 1996**

#### **Technical Sales – Wireless Radio Systems**

- Developed new account plans through close customer engagements and solutions based selling.
- Provided direct customer sales and technical bid support, facilitating RFPs, RFIs and RFQs.

**TEXAS INSTRUMENTS – Dallas, TX**

**1989 - 1995**

#### **Strategic Marketing and Business Development (1992–1995)**

#### **Process Development RF Engineer (Defense Systems-DSEG, DoD) (1989-1992)**

**ETHYL ELECTRONICS MATERIALS DIVISION – Dallas, TX**

**1985 - 1989**

#### **Quality Assurance Engineering and Technical Sales Support**

### **TECHNOLOGY SUMMARY**

- **Business Development / Marketing / Financial:**  
Go-to-market strategies, Partnerships, Alliances, Market Research, Competitive Analysis, Business Cases (ROI, NPV), Financial Analysis / Metrics, Pricing Strategies / Analytics, Margin Analysis
- **Business Systems / Databases:**  
ERP, CRM, SAP, CRM, Clarify, Vendavo, Netformix, SQL, Access, all Microsoft applications.
- **Wireless / Enterprise / Optical Technologies:**  
Mobile Handsets, RF & Network Design, CDMA, GSM, WiMAX, LTE, 3GPP, IMS, 802.xx, Pico / Femto cell, VoIP, SIP, IPTV, CATV, Routers, Switching, 40G, Metro Optical Ethernet, IP-Backhaul

### **EDUCATION-CERTIFICATIONS**

- University of South Carolina: Bachelors of Electrical Engineering (BSEE), Minor Mathematics
- Graduate work in Finance and Marketing at SMU