

Thomas Jackson
Strategic Business Development

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CAREER PREVIEW

Technology Business Development executive with extensive global sales, marketing and operations experience aligned with a strong engineering background. Transforming strategic market 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
- Negotiated** company's first Asia-Pacific contract valued at \$150MM in first year
- Saved** \$3.5MM yearly through improved factory and sales operation coordination
- Improved** productivity 70% and reducing cycle times by 50% implementing SAP for Sales

BUSINESS SKILLS

Business Planning	Executive/C-Level Relationships	Business Feasibility
Solutions Selling	IT Planning and Budgeting	Strategic Market Planning
Field Marketing	Sales Metrics / Analytics	Product Introduction
Technology Sales	"Go-to-Market" strategies	Alliances / Partnerships
Pre / Post Sales	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**

Business Development and Strategic Marketing (2009–Present)

Contract telecommunications strategic planning, business cases, telecom IT and market analysis work

- Conducted in-depth market analysis of North American telecom operators for a Tier 1 company, focusing on VoIP applications (Analysis includes 2,200+ US companies).
- Consultant on 4G Telecom technology and market (Hedge Fund, Investment Banker).
- Created market analysis, and financial feasibility studies for several technology companies.
- Focus on developing customized Social Market strategies and content development to drive awareness and reach prospects for several small and medium B2B businesses.
- Served as the invited group speaker on Social Media marketing and how to apply it to business.

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.
- 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.
- Interfaced directly with Sprint/Verizon and Tier-2/3 customers on contractual supply chain issues.
- Developed commercial product models for entire wireless, wireline portfolios and introduced the metro optical VMUX. Deployed globally, quoting over \$3.5 Billion annually.

Commercial Marketing Operations & Business Development (2002–2006)

Implemented new product introduction and deployment strategies simplifying sales configurations.

- Spearheaded a cost reduction program that improved 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. That streamlined the global order and configurations process for Sales Engineers, Account Managers and Product Marketing.
- 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 a set of unified communication solutions, through third party alliances, partnership as well as leveraging existing product lines. Ensuring fast time to market and maximum revenues.
- 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 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:**
Partnerships, Alliances, Technical Market Research, Competitive Analysis, Business Cases (ROI, NPV), Financial Analysis / Metrics, Pricing Analytics, Gross Margin Analysis, Pricing Strategies
- **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: Bachelor of Science Electrical Engineering (BSEE)
- Training: Certified Wireless Administrator (CWA #A51095), SQC, Six Sigma, and Taguchi's DOE.