

# Tom Jackson Resume

## Schneider Electric

December 2010 – Present  
Dallas/Fort Worth Area

Cyber Security Advisory Services | Business Development | Strategic Cyber Security Marketing | Cyber Security Strategic Operations | OT Critical Infrastructure | MSSP | SOC

### Global Sr. Principal Cyber Security Services

- Exceeded key business metrics for business growth and revenue
- Implement and Drive cyber security strategies for Critical Infrastructure, driving cyber security solutions and advisory services into the Operational Technology (OT) space
- Introduced first commercialized cyber security risk based advisory assessment solution. Focusing on industrial sectors
- Lead Managed Secured Service Provider (MSSP) and SOC initiative
- Create and Develop cyber security business strategy. Plan was bottoms up / top down global strategy focusing on key industries and revenue projections for focused cyber security solutions
- Provide operational and financial support tracking key business metrics; orders, revenue, margin, forecast and utilization
- Created and implement cyber security marketing plan. Focusing on cyber security collateral that highlighted cyber solution client values as well as across multiple critical infrastructure sectors.
- Provide executive Operations, Marketing, Financial FP&A and Forecasting

### Results:

- **Grew** cyber security revenues sustained at 51% CAGR
- **Increased** cyber security margin by 6%
- **Delivered** cyber services to a client base of over 200
- **Built** a cyber services business around 11 critical industry verticals
- **Expanded** cyber service presence in NA, EMEA, APAC, CALA

### Critical infrastructure industry segments and regulatory environments:

- I/A Control and SCADA
- ISO 27001
- NERC-CIP
- NEI 08-09
- 10 CFR 73.54
- CFATS
- AWWA
- Control Automation Systems
- SCADA, Wireless, PLC
- Fossil Power Generation, Nuclear Power Generation, Pipeline, Oil & Gas, Water - Waste Water, Mining Metals Minerals, Building Automation, Data Centers, Smart Infrastructure

## Invensys

December 2010 – Present

Dallas/Fort Worth Area

Cyber Security Advisory Services | Business Development | Strategic Cyber Security Marketing | Cyber Security Strategic Operations | OT Critical Infrastructure | MSSP | SOC

### Global Principal Cyber Security Services

- Exceeded revenue and margin targets year over year.
- Implement cyber security strategy to drive advisory services into target industries.
- Delivered commercial go to market advisory services strategy, focusing on risk based security assessment.
- Delivered first commercial go to market cyber security service solution. Focusing on control automation market segment with a turnkey solution
- Created, Developed, Delivered Company's first commercialized cyber security solution. Turnkey package including sales training, solution brief, technical spec, pricing workbook and proposal text.
- Lead wireless business for cyber security team. Focusing on wireless network design, plant assessments, RF designs and assessments
- Develop cyber security business strategy. Plan was bottoms up / top down strategy focusing on key industries and revenue projections for focused cyber security solutions
- Provide operational and financial support tracking key business metrics; orders, revenue, margin, forecast and utilization
- Support Product Manager (PM) role for all cyber projects. Developed project tracking database, and forecasting tools.
- Developed and implemented automated proposal tool for generating custom cyber security statements of work with corresponding pricing
- Created, Delivered, Implemented a multiphase market plan; collateral, solutions briefs, mailers, videos (YouTube), webpage, Social Media (Facebook, Twitter, Blogs). Focusing on cyber security solutions and advisory services for critical infrastructure and industrial control automation

### Results:

- **Grew** cyber security revenues at 51% CAGR
- **Responsible** for standalone cyber security P/L
- **Integrated** cyber services as part of a \$310MM product business
- **Established** cyber security solutions for industrial automation sector
- **Reduced** cyber proposal cycle time by 50%
- **Increased** cyber security brand awareness by 75%

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## **Sale Fish Marketing**

2009 - Present

Dallas/Fort Worth Area

Social Media Marketing Strategies | Go-to-Market Implementation | Competitive Market Analysis Work | Business Strategic Plans | Cyber Security Strategies

- Presently, Sale Fish operates on a pro bono Servant Leadership basis, working with individuals and groups on career strategies.
- Develop and implement social media marketing strategies, driving brand awareness with SEO and SEM, increasing web traffic and driving client communications and customer retention.
- Collaborate with iAPP publishers for customer Smart Phone business and product applications in addition to Android
- Create social media strategies that improve Google SEO, SEM, SMO and page ranking.
- Implement LinkedIn, Facebook, Twitter, Blogs and analytics to drive measurable performance.
- Develop custom social media presence for websites, Facebook, Fan Pages and Blogs. Developing custom scripts with HTML, FBML and Photoshop artwork.
- Target Cyber Security, Financial, Interim Management, Supply Chain and Manufacturing businesses.

Results:

- Developed client cyber security awareness strategy
- Defined strategic path for \$100M+ budget
- Targeted key accounts for multi-million dollar product launch

## **Nortel**

1998 - 2009

Dallas/Fort Worth Area

Strategic Sales Marketing | Commercial Operations | Financial Analysis | Marketing Strategies | Cyber Security

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

- Spearheaded new sales and business processes, resulting in reduced cost and improved sales cycle times. Utilizing internal tools, ERP, CRM, SAP, CRM, Clarify, Vendavo, Netformix, SQL, Access, all Microsoft applications.
- Provide Operations, Marketing and FP&A expertise to commercial strategies
- Streamlined new product introductions (NPI) and reduced churn by early engagement of Marketing.
- Developed and executed go-to-market product strategies, collateral, training, and business planning.
- Negotiated commercial 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.
- Focus on Telecom, Datacom, wireless, and cyber security

#### Results:

- Reduced sales provisioning systems to single global process for \$3Billion sales pipeline
- Reduced new product introduction cycle times by >50%
- Business Transformation that reduced Global systems to single standard

### **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).

Results:

- Cost reductions in excess of \$3.5MM annually
- Reduced quote approval time by 60%
- Lead team for first ever global proposal tool and procedures

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

- Identified and developed predefined scalable enterprise solutions for vertical market segments.
- Focusing on REIT, Datacom. Cyber Security, Wireless
- Defined the vertical segments for Financial/Banking (GLBA), Healthcare (HIPPA) and Properties (REIT).
- 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.

Results:

- Defined 5 key targeted Vertical Markets
- Negotiated handset terms on Cingular Multi-Million contract
- Developed channel Go-to-market sales strategy

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

- Lead qualification, customer engagements, technical support and assessing customer requirements.
- Design, provision and price full wireless network infrastructures; radios, switching, networking
- 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.

Results:

- Exceed sales quota for all years
- Sold over \$300MM in infrastructure in one year
- Lead Sprint partnership for Tier 2 markets

## Siemens

1996 - 1998

Dallas/Fort Worth Area

Strategic Sales | Strategic Marketing | Commercial Strategies | Business Development Strategic Planning | Solution Development

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

- Lead global wireless sales initiative
- 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

Results:

- Signed companies first multi million contract
- Exceed sales quota for all years
- Negotiated first ever Asia-Pac contract for Siemens Corp. >\$200MM
- Sold companies largest GSM contract >\$200MM

## Ericsson

1995 - 1996

Dallas/Fort Worth Area

Strategic Sales | Technical Product Sales | Business Development | Sales Strategies | Market Strategies | Wireless Infrastructure

### **Technical Sales Manager –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.
- Collaborate with product management on Go To Market strategies

Results:

- Established new Tech Sales organization
- Liaison between R&D and Project Management and customer
- Lead penetration in Tier 2 and Tier 2 accounts, >\$100MM

## Texas Instruments

1989 - 1995

Dallas/Fort Worth Area

Process Development | Semiconductors | Supply Chain | Security Clearance | Technical Engineering Development | Defense Work | DARPA and DoD

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

- Develop new product introductions, market plans and pricing strategies
- Develop market plans, pricing strategies and collateral
- Collaborate with Design Engineering on new feature sets, implementations, and technology roadmaps
- Drive new product introductions. Focusing on both the Direct and Indirect sales channels
- Developed new account plans through close customer engagements and solutions based selling.

Results:

- First \$MM contract for integrated analog/digital/servo controller IC with World's largest hard drive manufacture
- Increased margin by 60%
- Doubled sales in the channel and distributor sectors

### **Process Development Engineer – Defense Systems Group, DESEG, DoD (1989 – 1992)**

- Design new process techniques for increased yields on Gallium Arsenide materials used for military RF products.
- Design and develop material preparation process that increased yields by a factor of 2
- Carry out DARPA contract work and coordinate transfer of technologies with DARPA partners on MIMIC contract
- Hold Secret and Confidential security clearances
- Collaborate with Wright Patterson Air Force Base on measurement standardizations
- Manufactured III-V Gallium Arsenide devices ranging from Hi Frequency RF to HBT Lasers

Results:

- Increased yields by >80%
- Team member for the Malcom Baldrige Award (1992)
- Lead fabrication team in MIL-STD 883 (1991) – first company certified

## Ethyl Electronics Materials Division

1985 - 1989

Dallas/Fort Worth Area

Process Development | Security Clearance | Technical Engineering Development | Standards

### Process Development and QA Engineer

- Design and develop semiconductor characterization test equipment for GaAs materials
- Interface with R&D labs on raw material testing and evaluation
- Provide technical support to global sales force
- Planned, designed, and developed a fabrication equipment and lab for processing of GaAs FET device for active characterization of materials

Results:

- Built QA team from ground up (10 persons)
- Designed and built GaAs semiconductor characterization test equipment
- Corporate lead for ANSI and SEMI standard bodies

## Technology Summary

- Business Development / Operations Marketing / Business Development / FP&A Financial: Go-to-market strategies, Business Development strategies, New Market introductions, Commercial 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.
- Industries: Industrial, Power Generation – Fossil and Nuclear, Waste Water, Chemical, Oil & Gas, Mining Minerals and Metals, Building Management, Data Centers, Smart Infrastructure, Telco's, CLECs, REIT, ISP, SOCs, NOCs, Military, Defense DoD, Financial, SMB, Semiconductor
- Cyber Security, Assessments, Risk Analysis, Advisory Services, Wireless, Enterprise, Optical Technologies, Mobile Devices, PLC, RF & Network Design, VoIP, SIP, IPTV, CATV, Routers, Switching, Backhaul

## Education and Certifications

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



- Graduate Summer Session, Advanced Characterization of III-V Semiconductors, Arizona State University
- Graduate Summer Session, Plasma Enhanced Chemical Vapor Deposition, Princeton University
- Certified Wireless Administrator CWA #A51095
- ISO 27001 Certified Lead Auditor (Certification Pending)
- Taguchi Design of Experimentation (DOE)
- Statistical Quality Control and Six Sigma