

# SCOTT F. SCHONITZER

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## Vice President of Sales and Marketing

A Vice President of Sales and Marketing, with time tested ability to recruit, lead, coach and motivate highly effective sales teams. My proven sales management success over the past 18 years, includes leading sales staffs of more than 30 sales professionals to two sales pros in a small start up. I have repeatedly been chosen to open new territories for my sales and marketing expertise. This includes designing and building marketing channel programs, enlisting new partners and training them both as a manufacturer and a reseller. Service, networking, relationships and teamwork is the basis of my sales mastery. The power of my contacts, goodwill and referrals will come right along with me.

### Areas of Expertise

- ◆ Teaching sales presentations
- ◆ Technical/IT/software sales
- ◆ Teaching sales closing
- ◆ Creative problem solving
- ◆ Long term marketing plans
- ◆ Leveraging sales intelligence
- ◆ Retaining clients' loyalty
- ◆ Technology solutions
- ◆ Building marketing channels
- ◆ Partnering with key accounts
- ◆ Serving Fortune 1000 clients
- ◆ Creative & Strategic planning
- ◆ Enlisting marketing partners
- ◆ Master-minding sales plans
- ◆ Anticipate clients' needs
- ◆ PC Hardware/networking
- ◆ Leadership
- ◆ Consultative selling
- ◆ Win - win negotiation
- ◆ Delivering on promises
- ◆ Conquering new markets
- ◆ Business development
- ◆ Business to business sales
- ◆ Communication skills

### Professional Experience

Serlio Software, Milwaukee, WI

July 2008 – Present

#### Vice President of Sales & Marketing

Serlio is the creator of CaseComplete a use case authoring and requirements management tool. We also provide consulting services to businesses. I was responsible for all sales & marketing activities.

- ◆ In our first four months alone, we increased sales 35% over the entire previous year's sales.
- ◆ Designed, built and implemented Serlio's first marketing channel program, still managing it today.
- ◆ Spearheaded a new automated CRM solution saving the company at least \$72,000 yearly.
- ◆ We increased realistic sales forecast by 200% over last year and delivered on that promise.

AE Business Solutions, Inc., Madison, WI

Dec. 2005 – July 2008

#### Vice President of Sales & Marketing

AEBS is a WI based technology value added reseller focused on selling best of breed enterprise hardware, software and consulting services. Hired to manage the entire sales & marketing division including P & L. My supervision included a staff of 30+ all sales, marketing, CSR and management.

- ◆ Responsible for all aspects of opening the new AEBS branch located in Wausau, WI in 2007.
- ◆ We achieved double digit sales growth in 2006, 2007 and until I left in 2008.
- ◆ Designed and implemented a new solutions based sales process fully endorsed by the President.
- ◆ We achieved the largest revenue and sales growth since 2000 in 2007, from our new sales approach.
- ◆ We increased margins by 6 points by creating more value for clients selling by solutions in 2007.

### Professional Experience Continued

Paragon Development Systems, Inc., Oconomowoc, WI Dec. 2003 – Dec. 2005  
**Sales Executive/Senior Account Representative**

PDS is one of the Central Region's Largest Technology value added resellers. I sold turnkey IT solutions primarily to Fortune 1000 companies from IBM, HP, CISCO, Microsoft, Symantec etc.

- ◆ Attained 194% of my sales quota in 2004 ranking first in the entire company by percentage.
- ◆ Ranked #2 by sales volume in sales force of 12 by 2005 which was my second year with PDS.
- ◆ Closed a contract of \$6,400,000. It was the biggest deal in company history in 2005.
- ◆ Added 3 new Fortune 1000 clients in 2005 GE Healthcare, Northwestern Mutual, and Wells Fargo.

Data Consultants, Inc., Milwaukee, WI Dec. 2002 – Dec. 2003  
**Vice President of Sales & Marketing**

DCI is a manufacturer of a customizable full service ERP system for the food and beverage industry.

- ◆ Directed the creation of profitable pricing structures, new web and traditional sales demonstrations.
- ◆ Designed and executed a new sales strategy that resulted in turning the first annual profit in 3 years.
- ◆ Increased our maintenance and support contract renewals by 200% in less than 12 months.
- ◆ Responsible for the managing and a closing rate of 66% of our forecasted revenue for DCI.

Network Appliance, Milwaukee, WI Dec. 1999 – Dec. 2002  
**Wisconsin Territory Sales Manager**, Network Appliance is a vendor for enterprise storage services.

- ◆ Our team ranked number one in the district for opening new accounts in 2001 and 2002.
- ◆ We increased sales revenue from 1.2 million to 4.5 million in my last two years.
- ◆ Made CLUB for being in the top 20% of Territory Managers in the nation for 2001 and 2002.

Rational Software, Milwaukee, WI April 1997 – Nov. 1999  
**Territory Sales Manager** (*RS was purchased by IBM*) for a newly defined seven state territory.

- ◆ Achieved 137% of our 1997 quota, 112% of our 1998 quota and 132% of our 1999 quota.
- ◆ We routinely sold "solutions" to C level executives of many Fortune 1000 companies.
- ◆ Grew territory requiring it to be split 3 times in less than 3 years. This was a first in RS history.
- ◆ We ranked in the top 10% nationally in '98 and '99 resulting in my ticket to the President's Club.

Greenbrier & Russel, Brookfield, WI March 1995 – April 1997  
**Sales Executive promoted to District Sales Manager** for IT consulting, training and VAR Company.

- ◆ Responsible for managing a territory of 22 states and all reports. Chosen to open the MN office.
- ◆ Sold 130% of our 1995 quota, 143% of our 1996 quota, and was 101% of our quota by April 1997.
- ◆ Recognized twice as MVP to company's status as top North American VAR with 3 vendors '95-'96.
- ◆ Achieved **Sybase Presidents' Club** for superior sales production among world wide sales partners.

ITT Technical Institute, Greenfield, WI June 1993 – March 1995  
**Marketing Representative** always ranked in the top 20% of marketing representatives nationwide.

### Education

Carroll College, Waukesha, WI for Business Administration and Marketing 1989 – 1993

University of Wisconsin, Milwaukee, for Business Administration and Marketing 1988 – 1989



