

# Scott F. Schonitzer

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My Linked in profile  
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## Technology Sales Representative

As a successful Sales and Marketing Executive for the past 18 years, naturally sales and marketing are my fields of expertise. But, what you don't know is, leading edge technology is my life long passion. Thriving in spite of the toughest business to business sales challenges has become routine for me. Listening and focusing on solutions for my clients' biggest challenges has been key for me in consistently surpassing company set sales quotas. Networking and relationship building is the basis of all my success. The power of my network, goodwill and referrals comes right along with me.

### Areas of Expertise

- ◆ Sales presentations
- ◆ Technical/software sales
- ◆ Customer service
- ◆ Creative problem solving
- ◆ Strategic planning
- ◆ Leveraging sales intelligence
- ◆ Retaining clients' loyalty
- ◆ Technology
- ◆ Business to business sales
- ◆ Partnering with key accounts
- ◆ Serving national accounts
- ◆ Strategic planning
- ◆ Needs analysis
- ◆ Prospecting
- ◆ Anticipate clients' needs
- ◆ PC Hardware/networking
- ◆ Closing the deal
- ◆ Consultative selling
- ◆ Win - win negotiation
- ◆ Delivering on promises
- ◆ Penetrating new markets
- ◆ Business development
- ◆ Follow up and referrals
- ◆ Most business software

### Professional Experience

Serlio Software, Milwaukee, WI

July 2008 – Present

#### Sales Executive/Senior Account Representative

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

- ◆ In my first four months alone, I increased sales 35% over the entire previous year's sales.
- ◆ Built, designed 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.
- ◆ Able to increase realistic sales forecast by 200% over last year and delivered on that promise.

AE Business Solutions, Inc., Madison, WI

Dec. 2005 – July 2008

#### Sales Executive/Senior Account Representative

AEBS is a WI based technology value added reseller focused on selling best of breed enterprise hardware, software and consulting services. AEBS is well known for providing innovative cost effective solutions to the business community. Our commitment to our client's needs never ceased.

- ◆ Personally selected by management to open the new branch in Wausau in 2007.
- ◆ 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 management.
- ◆ Achieved the largest revenue and sales growth since 2000 in 2007 due to my new sales approach.
- ◆ Able to increase margins by 6 points by creating more value for clients selling 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

**Sales Executive/ Senior Account Representative**

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

- ◆ Designed and executed a new sales strategy that resulted in turning the first annual profit in 3 years.
- ◆ Increased maintenance and support contract renewal's by 200% in less than 12 months.
- ◆ Solely responsible for managing and closing 66% of my forecasted revenue for DCI.

Network Appliance, Milwaukee, WI Dec. 1999 – Dec. 2002

**Sales Executive/ Senior Account Representative**

Business to business sales, as Network Appliance was a vendor for enterprise storage services.

- ◆ Ranked number one in the district for opening new accounts in 2001 and 2002.
- ◆ Increased my sales revenue from 1.2 million to 4.5 million in my last two years.
- ◆ Recognized for being in the top 20% of Territory Managers in my region in 2001 and 2002.

Rational Software, Milwaukee, WI April 1997 – Nov. 1999

**Sales Executive/ Senior Account Representative** (*RS was purchased by IBM*)

- ◆ Sold 137% of my 1997 quota, 112% of my 1998 quota and 132% of my 1999 quota.
- ◆ Landed major clients like: GE Medical, Siemens, Unisys, M & I Data, Northwestern Mutual, Marquette Medical, CUNA, Thompson Group, John Deere Corp., and Rockwell Automation.
- ◆ Grew territory requiring it to be split 3 times in less than 3 years. This was a first in RS history.

Greenbrier & Russel, Brookfield, WI March 1995 – April 1997

**Sales Executive promoted to District Sales Manager** for IT consulting, training and VAR Company.

- ◆ Sold 130% of my 1995 quota, 143% of my 1996 quota, and was 101% of 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**

- ◆ Consistently ranked in the top 20% of all marketing representatives nationwide. Ranked first once.

### Education

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

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



