

JA'ROD L. MORRIS

3030 Ridge Hill Parkway • Douglasville, Georgia 30135 • (678) 520-2184 • jarodlmorris@gmail.com

— CUSTOMER FOCUSED THOUGHT LEADER —

Customer-focused professional in the technology industry seeking a Senior Level position managing and growing key accounts in the enterprise space.

- Multi-faceted professional with ability to self-generate leads, conduct complex software demonstrations, manage the sales cycle, negotiate, and ensure post-sales customer satisfaction.
- Specializes in the promotion of innovative technology products and systems to CEOs, CIOs, IT Directors, and IT Managers of various organizations.
- Solutions sales experience with AirWatch, Apple, and IBM.
- Performs deep technical needs assessments for customized client solutions, and delivers outstanding revenue in highly competitive markets.
- Leverages key people skills (influencing without authority, conflict management, listening, impromptu speaking), and an MBA level consultative approach.
- Has closed deals with organizations such as Tyler Perry Studios and Georgia State University, while partnering with organizations like Microsoft, Lifeproof, Cisco, and Bretford.

— KEY COMPETENCIES —

Consultative & Solution Sales • Information Technology Sales • CRM (Siebel/Salesforce/Zoho)
Lead Generation • Mobile Device Management • Technology Trainer • Channel Partnerships
Enterprise Mobility • SaaS (Software As A Service) • Account Development • Business Development •
Software Sales • Negotiations • Consensus Building • Problem Solving • Net Promoter Score (NPS)

— PROFESSIONAL EXPERIENCE —

LANYON SOLUTIONS, INC., Customer Success Advisor

Present

Market leader in Meetings, Event, & Travel Software – A Vista Equity Partners company

Transition to high value, Enterprise level, face-to-face customer focused relationships with software power users and executives.

- Responsible for driving product adoption and client success via face to face meetings with key contacts every 4-6 weeks.
- Helps clients execute or build an effective strategy around the usage of our products, as in integrates with their organization.
- Learned 5 distinctly different types of software, catering to all industries and verticals.
- Successfully measured via ability to directly impact and increase Net Promoter Score
- Effectively leverages Salesforce and other resources to conduct account research and building case studies for successful engagements.

AIRWATCH, Account Executive

2013 – 2015

World leader in Enterprise Mobility Solutions

Experienced success in fast paced, high demand, highly competitive, Mobility Software sales environment.

- Achieved 126% of quota with 60% of those deals being net new, direct business.
- Closed first deal within two weeks of being assigned territory, and subsequently closed \$20K in business within the first two months.
- Quickly established relationships with a variety of channel partners, including CDW, SHI, AT&T, Insight, Sprint, & Verizon.
- Successfully prospected through 150 outbound calls per week and 200-400 activities/emails per week.
- Effectively leveraged Salesforce CRM and developed a plan to expand territory and generate new business.
- Successfully held a dozen demos within first eight weeks in territory.
- Efficiently moved customers from prospect stage, to free trial/evaluation stage, to production/purchase stage while facing aggressive competition. In the mobility space.
- Successfully sold Mobile Device Management. Mobile Content Management, Mobile Email Management, and Mobile Browser Management.

APPLE INC., Account Executive
Globally recognized consumer technology company

2011 – 2013

Strategically partnered with hundreds of established small, mid size, and large organizations looking to integrate the latest innovative Apple technology solutions into their environment.

- Led Georgia Market as #1 rep with over \$770K in new business in 2013, overachieving targets by 110%/
- Maintained relationships with key accounts, such as Carter's, Atlanta Public Schools, Sharecare, Tyler Perry Studios, Kabbage, Emory University, and Georgia State University.
- Led over 100 face to face Business Briefings with loyal Apple customers and assisted with effective technology plans for each, resulting \$1.7 Million in new business over an 18 month period.
- Consistently generated \$50-100K in documented new pipeline and closed \$30K each week in 1st Quarter 2013.
- Initiated a reporting mechanism for a campaign to drive more Apple Mac and iPhone sales, which was ultimately adopted by the entire Georgia market of Apple Stores.
- Called and emailed 30-50 existing Apple customers per day to drive more sales, build relationships, and increase awareness of the Apple business team.
- Sold hundreds of Apple iOS devices contracted through a variety of carriers, including AT&T and Verizon Business customers, as well as Sprint, and T-Mobile customers.
- Led over 20 business-focused group workshops educating customers on Apple technology, and 3-5 exclusive workshops, including Mitsubishi Electric and Atlanta Police Department.

FOURFOLD BUSINESS SOLUTIONS LLC, Consultant
Consulting company for start-up and small businesses

2010 – 2011

Demonstrated entrepreneurial capability through establishment and direction of enterprise facilitating client business development and expansions. Forged sales process, expedited launch of online marketing campaign, and provided strategic planning for more than 30 small businesses in more than 17 industries.

- Made cold calls and achieved 71% follow up meeting-to-close ratio on self-generated leads in 4 months.
- Introduced 2 new product lines and 2 add-ons, resulting in profit increase of as much as 50%.
- Helped clients' secure more than \$500K in capital funding and maintained customer satisfaction rating of 98% through surveys and open communication.
- Secured 3:1 ROI in online marketing program and established Web site with No. 1 organic ranking for relevant industry keywords on Google through creative marketing and strong brand management.

IBM, Storage Services Sales Specialist
Leading global provider of technology systems and products.

2006 – 2010

Exceeded expectations through sales of data migration solutions, grid medical archiving solutions, storage virtualization services, and storage consolidation services for diverse industries. Trained and led a team of 11 Sales Representatives for sales of complex technology services in less than 60 days.

- Captured accounts with organizations to include Honda, Kaiser Permanente, University of California, State University of New York (SUNY), and City University of New York (CUNY), resulting in revenue in excess of \$14M.
- Delivered regional revenue in excess of \$8.5M in 2007 through skillful pipeline building and account management.
- Ranked No. 1 in signings across 3 regions in 2008 with revenue of \$2.8M.
- Earned IBM Bravo Award and 2 Sales Representative of the Quarter Awards, and entered IBM 100% Club for 2 consecutive years.

— **EDUCATION** —

M.B.A. Graduation: January 2013 (4.0 GPA) ~ Kaplan University, Davenport, Iowa

B.S., Business Management, Cum Laude ~ Grambling State University, Grambling, Louisiana

— **TECHNICAL SKILLS** —

SaaS Demo Skills – Mastery Level • Salesforce CRM Mastery • Apple iOS Mobile Certified •
AirWatch Enterprise Mobility Certified Console/Device Enrollment • Apple iOS Mobile Certified • Microsoft Excel Power User

— **COMMUNITY INVOLVEMENT** —

Peachtree Roadrace 2014, President, Business Connections Group, 2010 – 2013,
Mentor, G.A. Townes Elementary School, 2007 – 2009