

WILFRED MELENDEZ

1212 Periwinkle Drive • Wylie, Texas 75098 • Will-Melendez@hotmail.com • 972-369-6703 C

Twitter handle: @wilfredmelendez • [Linkedin.com/in/willmelendez](https://www.linkedin.com/in/willmelendez)

SALES MANAGEMENT / CHANNEL MANAGEMENT

Technology / Enterprise Management Software / Telecommunications

Senior Sales Management Professional with more than 18 years of extensive experience in channel development, marketing and sales. Strong internal drive to achieve sales quotas and grow business with essential and proven success in new market identification. Able to forge solid relationships with strategic partners and build consensus across multiple organizational levels. Core Competencies:

New Business Development • Consultative Sales • Strategic Business Planning • Multi-Media Communications
Sales Forecasting • Customer Engagement Management • Training & Team Leadership • Presentation Creation
Account Acquisition & Management • Start-Up Ventures • Process Re engineering • Negotiations • ROI Models
Client Relations • New Revenue Stream • Territory Development & Management • Financial Solutions Selling

PROFESSIONAL EXPERIENCE

MITEL Technologies, Frisco, TX – February 2010 to Present

Leading provider of communications solutions for a range of organizations – from the very small, single site businesses to the multi-site, large enterprise specializing in Unified Communications and VoIP. Annual sales revenue are over \$550M.

Director de Channel Management – Latin America

Responsible for managing and growing the sales penetration & marketing of Mitel within Latin America. Work with our channel partners in Latin America to develop a strategic alliance where Mitel will become the primary offering. Provide the strategy and support to show exponential growth of performance objectives. These include Mitel sales, engineering and executive level engagement, partner training & sales initiatives, communications and overall program responsibility including organic revenue growth, sales of IP PBX, UCaaS, IaaS, etc. **40% Year over Year growth in FY14 Q1 and tracking for 100% growth Year over Year growth in FY14 Q2**

National Strategic Account Director – Arrow S3

Responsible for managing and growing the sales penetration & marketing of Mitel within Arrow S3. Provided the strategy and support to show exponential growth of performance objectives. **80% Year over Year growth from FY12 to FY13**

Area Director – Texas

Core Leadership Role driving profitable growth through customer focused solution sales with full P&L Responsibility for Direct and Channel Partner sales within region totaling \$20M and 14 outside sales representatives. Provide the strategy, management direction, and supervisory support needed to ensure that the Sales team & Channel Partners meets annual performance objectives and individual team members develop their competencies and continuously improve results. **Indirect sales growth of 33% for FY12 while maintaining direct sales of VIP customers.**

- Lead a team of Technology Sales Consultants to expand market share and customer retention
- Work with Direct and Indirect sales consultants to discover, identify and meet customer requirements
- Manage complex sales cycles and multiple engagements simultaneously
- Assist and advise Direct Sales and Channel Partners with pricing and complex deal structuring.
- Manage and prepare the bookings and revenue forecast process, including oversight over CRM tool
- Work collaboratively with Sales RVP to set annual revenue, expense, headcount and quota plans.
- Communicate to field and implement corporate policies, processes and procedures. Amend existing and establish new processes to improve the ease of doing business and drive higher productivity.
- Recruit, hire and train sales candidates
- Develop Channel Partners through partner principal engagements and strategy implementation
- Establish and or amend training curriculum

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TAMCO, Tampa, Florida • 2006-2009

Leading financial services and marketing company focusing exclusively on acquisition solutions for the technology industry. Annual sales revenues are over \$56M.

Regional Sales Director

Core leadership role in driving profitable growth through customer-focused solution sales and consultative sales. Had full P&L accountability for \$12M, 56 technology partnerships and direct reports. Assess customer needs to identify, evaluate, and recommend appropriate business solutions. Oversee key account portfolio management and mentor high-performance technical sales force to provide exceptional customer service and support to end- users.

- Achieved sales growth every year in an increasingly competitive marketplace.

	2008	2007	2006
Performance to Plan	101%	129%	102%

- Recruited and coached channel partners to meet or exceed all assigned revenue targets. Result: ignited sales of financial programs from \$3M to \$ 12M in 3 years.
- Initiated targeted market planning and solution selling programs in cooperation with manufacturers and reseller sales representatives to expand penetration throughout emerging markets. Result: propelled territory from a 7-state region to a mid-west region spanning 13 states in the U.S, and a province in Canada.
- Collaborated with partner to revitalize faltering region to top-performer and boosted financed business revenues from \$500K to \$1.8M in 1 year.
- Recommended multi-media technology to expand core products, and acted as liaison between C-level management and Tandberg, a global leader of video conferencing. Result: new alliance generated \$4M in 2008.
- Received Gold Eagle Award for achieving top 5% ranking out of 405 sales executives in North America.

U.S. EXPRESS LEASING, (Parsippany, New Jersey • 2005-2006

Provider of financing and leasing solutions for manufacturers, dealers and vendors in distinct market segments, including healthcare, office products and technology. Annual revenues in FY 2005 were \$286M.

Relationship Manager

Recruited to develop Technology Vendor Finance Program for an 8-state region in the Southwest. Provided support to strategic alliances with maintenance plan structures and financing solutions. Identified organizational needs and coached partners in staffing methodologies, compensation planning and facilitated effective training programs. Significantly increased customer loyalty and retention.

- Secured contacts and fostered relations with more than 40 targeted telecom/data resellers. Result: generated \$1.5 million in 1st FQ of 2006 and \$3.8M in new business within 12 months.
- Assessed customer needs to evaluate and recommend appropriate business solution that reduced costs by \$36K annually for Altigen Communications, and generated new business development with Altigen partners.
- Devised and implemented strategic business planning to successfully outperform the competition and secure top-dollar accounts. Result: Ignited sales increases by over \$4M in new revenues annually.

AT&T/LUCENT/AVAYA (AFS), Parsippany, New Jersey / Coppell, Texas • 1995-2005

A private lending and credit services company providing a wide range of financial products, including government and education offers. Annual sales revenues are more than \$183M.

Territory Area Manager

Fast track promotion through 4 increasingly responsible management positions ranging from operations to call center management to sales responsibility for a direct a 3-state territory that grew to a 7-state territory with accountability for 7 direct reports. Created indirect sales channels throughout the region integrating talents and facilitated marketing programs on financing alternatives. Trained and mentored direct sales organization in basic selling skills, competitive negotiations and customer development / retention. Led training for various departments

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during corporate downsizing, mergers and acquisitions based on broad-based experience and strong performance in workforce reengineering, process optimization and quality management.

- Propelled territory quota to \$15M in 2002, and continued to deliver a 10%-12% growth year over year.
- Achieved 165% of quota, \$6M of \$15M annual goal prior to resigning at the end of fiscal 1st quarter.
- Secured contacts with key customers including ACS, Neiman Marcus and Christus Health, and led high-powered negotiations to the award of \$5.5M in new business development.
- Partnered with executive staff to plan master negotiations with Accor and Burlington Northern Santa Fe for a potential \$20M in revenue.
- Selected to represent sales on the “Spotlight for Success” council, a panel of thought leaders representing each of the business departments to brainstorm and problem solve various issues.

Previous professional positions: Collections Manager for Pitusa Furniture (1994-1996), and Founder/President for Paladin Investigations (1988-1995).Details available on request.

EDUCATION AND PROFESSIONAL TRAINING

Completed several undergraduate courses in Criminal Justice
Raritan Valley Community College, North Branch, New Jersey

Fluent in Spanish

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