

TIMOTHY C. COOKE

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VP / DIRECTOR - SALES & BUSINESS DEVELOPMENT

Growth Strategies / Sales Management / Marketing / Channel Development / Partnerships / CRM Startups / Turnarounds / Opportunity Identification / Market Penetration / Territory Expansion

Award-winning top performer and leader with exceptionally strong track record of producing double-digit, year-over-year sales growth, exceeding opportunity identification and revenue goals and generating \$Ms in pipeline increases for IBM and other software firms and high-tech manufacturers. Significant achievements creating business opportunities, building channel networks and negotiating complex agreements that drive growth and profits. Captured new accounts, opened new markets, increased market share and won major account renewals in startup, growth and turnaround environments. Can contribute immediately by:

- ☐ **Turning around and revitalizing underperforming business units**
- ☐ **Forging profitable relationships and alliances with suppliers and channel partners**
- ☐ **Defining and implementing winning strategies and tactics to drive sales and market share**
- ☐ **Recruiting, training and motivating sales teams in fast paced environments**

Known as the go to person to lead endeavors that have never been done before and make them successful. Innovative leader, who turns ideas into action and measurable high growth results. Earned a **MS in Mental Health Counseling** from Lee University and a **BS in Computer Science and Business** from the University of Tennessee.

SELECTED ACCOMPLISHMENTS

- **Spearheaded 34% YOY annual revenue growth** for seven years. IBM, Advisory Client Representative.
- **Generated \$485M in revenue** by leading 25 of IBM's most complex, global sales opportunities for Intel-based systems including one of company's largest deals in history. IBM, Complex Opportunity Manager.
- **Positioned business for up to 74% gross profit improvement targets** in two years by developing and deploying strategic business plan, moving from hardware to services-centric business model. KG&W.
- **Won five-year, \$104M data center contract** with major utility client and secured IBM'S first preferred supplier status with a federal government agency. IBM, Advisory Client Representative.
- **Penetrated government industry IT publications market** by placing company in 51 feature and major articles, 15 major product reviews and 58 advertisements in leading publications. IBM, Brand Manager.
- **Outperformed prior six month's sales 130%+** by transforming acquired company's sales team into high-performing, motivated organization. IBM, Business Unit Executive.

CAREER HISTORY

IBM, Business Unit Executive for North Americas (2011-Present): **Watson Customer Engagement Solutions**. Grow business in Commercial customer segment in new Industrial Market vertical. **Commerce Solutions**. Grew Commerce cloud/on premise software solutions in mid-market/white space customer segment. **Enterprise Marketing Software**. Supported 70+ channel partners. **Industry Solutions Software**. Drove revenue attainment.

KGW & Company (2009-2011): **VP of Business Development**. Charged with expanding business through company transformation initiative. **Director of Sales**. Recruited to take 16-person, \$10M company to next level. Drove \$6.5M in annual sales of server and storage consolidation and virtualization product/service solutions.

Summit Counseling Center - Licensed Professional Counselor/Mental Health Service Provider, 2007–2010. Conducted counseling sessions with 350+ clients. Generated 243% increase in business.

IBM Corporation - Consulting Sales Executive – Software, 2002-2005. Targeted some of company's largest customers in eastern United States. Attained 104% of 2002 revenue goal and 203% of 2004 target.

Manugistics, Inc. - National Account Manager – GE, Americas, 2000-2002. Developed/implemented sales, solution and pricing strategies for Pricing/Revenue Optimization software and Supply Chain Management software.

Earlier: IBM Corporation, Area Sales Manager; Complex Opportunity Manager; Brand Manager; Advisory Software Sales Specialist; Advisory Client Representative; Account Systems Engineer. **US Marine Corps**, Sergeant. Earned two meritorious promotions and Certificate of Good Conduct and Honorable Discharge.