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Fitzgerald D. Reid

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Sales Professional: unique complement of experience in Business Development, Consulting, Finance and Operations. Well versed in Outsourcing, Help Desk Support, Application Development Services and Enterprise Solutions. Creative, innovative and tenacious; capable of developing operational models from concept to fruition. Able to build and maintain strong personal relationships with key customer contacts. A leader who understands the difference between leadership and merely managing people. A change agent. Proficient communicator with both technical and non-technical audience. Excellent C-level skills. MBA.

Inclusive Experience:

Corporate Leadership	Business Growth Strategy	Executive Presentations
Outsourcing Solutions	Software Solutions	Project Management
Professional Services	Contract Negotiations / RFP's	Cross Industry Skills

Employment:

COMPUCOM SYSTEM, INC. Jacksonville, FL

2005 - present

Enterprise Account Executive

Demonstrates extensive experience selling complex business solutions encompassing technology outsourcing, professional services, software and enterprise solutions at the C-level. Region: Georgia and Florida. Reports: 5.

- Display capabilities in developing new accounts while expanding the scope of business opportunities within existing accounts.
- Showcase skills in building credibility and sustaining executive relationships in challenging accounts: resulting in \$5 million new revenue growth in 2008.
- Develop and maintain a pipeline of over \$4 million in outsourcing, professional services and enterprise product opportunities.
- Excellent relationships with manufacturer (OEM) and publisher representatives.

Achievements:

- Exceeded Gross Margin quota by 50% in 2008 and 70% in 2007.
- Sold \$17 million in Hardware, Software and Services in 2008.
- Achieved 100% renewal rate on existing service contracts
- Manage major accounts, including *Blue Cross Blue Shields, HD Supply formerly Hughes Supply and Winn Dixie.*
- Developed new accounts with the City of Jacksonville, Fidelity National Financial and EverBank.

TELESIS SOLUTIONS, INC. Jacksonville, FL

2002– 2005

Vice President, Business Development

Provided a leadership role for this start-up provider of specialized outsourcing services, which include Help Desk Services, Contact Center Services, Direct Marketing campaigns and VAR services.

- Overcome a number of major initial challenges, including: Telesis, as a startup company had no previous financial history: loans were difficult to secure; Telesis had no market presence or brand recognition.
- Initiated relationships with key capital investors, enabling funding to grow the company.
- Chaired executive level meetings, contributing to developing business growth strategy.
- Contributed to advancements in our OneRapport™ program, a co-branding model, which has dramatically enhanced sales revenues and garnered difficult to land accounts.

Achievements:

- Led outsourcing efforts of up to \$ 2 million

➤ Manage major accounts, including AOL, AT&T, HUD, SBC and Sprint.

IBM – GLOBAL SERVICES, Atlanta, GA

1995 – 2002

Associate Principal, Senior Consultant (1999 – 2002)

Gained invaluable insight to Fortune 10 level national and global sales and operations.

- Led multi-million dollar service opportunities involving top US and Global Telecommunications companies. Provided a key interdepartmental liaison role, working effectively with internal groups, including Outsourcing, Hardware, Software, IT, Global Finance and business partners. Led RFP's and sales calls with these groups.
- Established skills in executive level relationship building and account development.
- Led teams that improved, streamlined or overhauled numerous elements of business operations and processes.
- Showcased skills in change management, enabling Concert Communications (a joint venture between AT&T and British Telecom) to transition from old programs and processes to highly efficient e-business models. Value: \$5 million.
- Directed major projects with Cingular, NTT (Japanese based company) and Verizon International.

Achievements:

➤ADVO: helped this major advertising company overcome an inadequate order management system. Led exhaustive review of applications, requirements and technical options, leading to effective solution using IBM. This led to sales of \$5 million over 18 months. Project performed at the C-level.

➤PBS: eliminated major challenges to this broadcaster's Program Acceptance to Program Airing process. This led to a bigger initiative within PBS to streamline its entire organization with the goal of saving \$100 million dollars a year. This project was sponsored at the CEO level.

Consultant (1997 – 1999)

Established skills in project management, technology evaluation, software development and implementation.

- SBC Wireless/CellularOne project: implemented a \$1 million Business Intelligence System, providing customer with dramatically improved performance measurement metrics and reporting, strengthening decision capability. Project was sponsored by the executive team
- GTE project: evaluate billing systems and implemented recommendations, reducing billing cost by 25%. Project sponsored by the corporate C-level
- Lucent Technologies project: creatively solved Lucent's major challenge in the wake of their spin-off from AT&T – reducing their overhead costs while improving operations. Project sponsored by the corporate C-level
- Frontier Communications project: developed a customized e-CRM solution, leading to this company's rapid sales growth and market presence. Project sponsored by the CMO.

Associate Consultant (1995 – 1997)

Projects included logistics reporting support to the U.S. softball team in the 1996 Summer Olympics. Managed major accounts, including GTE (which became Verizon Wireless) and Playa Vista (which became Dreamworks).

GENERAL MOTORS, LANSING AUTOMOTIVE DIVISION. Lansing, MI

1994 – 1995

Financial Analyst

Designed what would be a standard and best practice: an Activity Based Costing (ABC) database used for the Grand AM and Cavalier product line. Result: reduced production costs 10% with no loss of Quality Assurance.

- Established skills in financial evaluation and analysis, ABC costing, budgets and cost forecasting.
- Learned essential skills in time management and project management.

KROGER COMPANY. Atlanta, GA

1985 – 1994

Non-Foods Manager

Oversaw a staff of 10 and annual department sales of \$5 million.

- Showcased sales analysis acumen: reduced product profile by 50% - resulting in 75% sales increase.
- Re-engineered operational model, increasing department measurable efficiency 50% and improving customer satisfaction rating 15% - in less than 6 months.
- Developed a career trademark: a professional leader and builder who understands how to leverage human, capital and technical resources to consistently obtain corporate goals. Realized aptitude for working effectively with customers. Worked at Kroger from High School through Graduate School.

Education, Associations, Certifications and Awards:

CLARK ATLANTA UNIVERSITY. Atlanta, GA

Master of Business Administration. Dean's scholarship. Recognized Top Finance Student.

EMORY UNIVERSITY. Atlanta, GA

Bachelor of Arts, Economics. Recipient of Allgood Distinguished Scholarship.

Associations: Mentor for new MBA Employees (1996 – 2001), Leader Community Outreach Program (2002-2009), Member National Black MBA Association, National Youth Sports Coaches Association.

VMWare Certified – Selling VMWare Enterprise Desktop Solutions

CompuCom's Leader Club Award Winner – 2008, 2007 & 2006

HP Advantage Award Winner – 2008 & 2007

Golden Circle Award Winner – Top Sales Award in IBM