

SCOTT D. SILVERSTEIN

1178 Casey Ave • Rockledge, FL 32955
408.598.9000 • scotty1836@outlook.com

SALES, BUSINESS DEVELOPMENT & TECHNICAL MARKETING

- I can jump into a business problem or challenge, figure out what information is needed, work cross functionally to analyze the problem, and develop & present a recommendation.
- Strategic technical marketer, proven track record of conceptualizing, identifying, and implementing programs that produce revenue across a multitude of vertical markets.
- Success working with Channel, Rep & Distribution Teams across a variety of vertical and emerging markets.

PROFESSIONAL EXPERIENCE

Advantech, Irvine, CA – September 2023 to September 2024

Application Focused, Business Development Manager

- Develop go to market strategies for the EV Charging, Robot and Automation and Mission Critical vertical markets. Developed EV market from \$250K to \$20M in opportunities in 6 months.
- Drove vertical market training across internal sales, channel and distribution teams.
- Support customer facing meetings as the vertical market subject matter expert.

Impact Components, San Diego, CA • January 2022 – August 2023

Vice President of Sales and Marketing

- Developed a new go to market strategy, driving a traditional broker business into a streamlined integration and distribution provider.
- Took over an underperforming team and grew business 10% from previous year.
- Mentored an underperforming team coming out of Covid, built funnel from \$15M to \$100M in a year.

Kontron, Melbourne, FL • August 2020 – January 2022

Director of Business Development, Industrial and Medical Markets

- Drove new products into existing customers while developing key accounts.
- Drove sales and QBR's for the ESF and Distribution teams.
- Development of new sales collateral including go-to-market strategies.

Ubicquia, Melbourne, FL • January 2018 – July 2019

Director of Technical Marketing, Global Inside Sales & Operations Manager

- Established Smart City sensor program, solutions including streetlight Small Cell, Public WiFi
- Pre- and post-sale support for global Sales team – including customers, partners and agents.
- Created and delivered training for customer, field sales and the extended sales teams.

Echelon Corporation, Santa Clara CA • November 2016 – January 2018

Technical Marketing Manager

- Created and managed the customer experience for controlled (IoT) outdoor lighting proof of concepts.
- Primary liaison with IBM Watson IoT
- Responsible for trade show logistics, including the design and support of demonstration equipment.

INFINERA, Sunnyvale CA • April 2015 – September 2016

Global Channel Marketing Manager

- Led integration of two global partner programs post acquisition including the integration into Salesforce and SharePoint
- Creation and development of all partner communication,
 - Partner Portal – Newsletter – Sales Presentation – Training Programs
- Developed Vertical market programs attacking Data Center, MSO and Medical vertical markets

ARROW ELECTRONICS, Englewood CO • 2010 – 2015

Senior Technical Marketing Manager

- Created and developed Digital Communication Solutions Program (Digital Signage and Kiosk)
 - Conceptualized, designed and built Digital Signage showroom in the Arrow Integration Center
 - Drove revenue from zero to \$2.5M in first year.
- Presidents Club 2013 – Sponsored by Intel
- Worked directly with Microsoft promoting embedded portfolio to Arrow branch offices
- Took ownership of two AEC training centers – increased revenue 130% in first year
- Developed and delivered seminars sponsored by Microsoft and Intel

VIXXI SOLUTIONS/ DASH CARRIER SERVICES, Denver CO • 2008 – 2009

Director Channel/Business Development

Developed business/account plans for vertical markets in the Public Safety marketplace.

- Developed a \$550K monthly recurring and \$2.5MM non-recurring opportunity funnel in under a year.
- Researched and secured primary partners in the PBX 911 space.
- Signed agreements with top three NG-911 integrators and PBX VAR's

SONUS NETWORKS, Denver CO • 2007 – 2008

Channel & Enterprise Market Development & Sales

Focused on sales through Qwest State and Federal Government teams.

- Achieved Presidents Club for attaining 112% of quota.
- Developed new business/account plan for state and federal vertical markets.
- Created \$38M funnel in under 6 months.

CIENA COMMUNICATIONS, Denver CO • 2002 – 2007

Channel/Enterprise Market Development – Americas West (2002-2004)

Qwest Channel Sales & Enterprise Market Development (2004-2007)

Built and developed entire indirect channel program across multiple vertical markets. Responsible for complete marketing program in support of Qwest resale channel

- Received Come Back Team of The Year Award in 2004 for attaining 110% of quota.
- Achieved Presidents Club in 2005 and 2006
- Negotiated and secured Reseller Contracts allowing resale of entire portfolio through Qwest B2B, state and federal resale channels.
- Developed, maintained, and grew partner relationships including Time Warner Telecom, Sprint North Supply, Level 3, Qwest, Sunbelt, Walker & Associates, and ADCS

EDUCATION

AA in Applied Sciences

Tampa Technical Institute, Tampa, FL