

IDRIS COEMEN

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SENIOR SALES ENGINEER

Solution Architect

Dynamic, Creative, and Methodical **Technical Sales Specialist** has 29+ years of combined experience in engineering, sales, system support, and client services. Versatile individual with a strong work ethic maintains a consistent track record of organizational success. Possesses exceptional planning, prioritizing and goal-setting skills to achieve optimal outcome to create, implement, and document efficient methods of operations as well as the ability to map technology to specific business values.

Sales Excellence Award for attaining 100% quota in 1998, 2004 & 2010

- ✦ System Architecture & Support
- ✦ Business to Business (B2B) Sales
- ✦ Territory Management
- ✦ Team Leadership & Development
- ✦ Proof of Concept & Pilot Studies
- ✦ Solution Design & Implementation

Possesses strong work ethic and an ability to meet professional goals and objectives and brings a strong background in managing corporate collaborations with optimal operational efficiency.

NOTABLE HIGHLIGHTS

- ✓ Assisted various companies in **data center and infrastructure design and redesign**, resulting in a combined revenue increase of \$1.15M+; produced White Paper VSI and **developed methodologies to map technical value**, improving potential revenue opportunity by 150%+.
- ✓ **Organized presentations and product demonstrations** for clients, leading to a POC Installation with potential revenue of \$200K.
- ✓ Worked with companies to **design and provide cloud storage solutions** for various functions; generated \$10M+ revenue.
- ✓ Participated in storage environment sales, resolved critical situation scenarios, and **create and implemented a new mainframe storage system** for clients for a combined total of \$6M+ in revenue and a 150% increase in performance and ability.
- ✓ **Generated over \$1M** in automated tape library and back-up solutions sales through strong personal rapport; **exceeded revenue quota** of Cross-Industry Large Enterprise Territory in 2H of 2009 by 43%.
- ✓ Met 2008 revenue quota, exceeding it by 7% in 1Q; **consistently grew revenue by 10%+ per quarter**.

CAREER HISTORY

BBA Technologies 2018 – Present

Client Architect/Client Executive
Granada Hills, CA

- ✦ Aided diverse base of clients and coworkers as hyperconverged and storage technology specialist; **oversaw solution design, infrastructure buildout, and sales support** for varying vendor projects to increase revenue and productivity.
- ✦ Worked closely with clients to integrate various products and applications into architectural design, modernize existing infrastructure, and **design and produce methodologies to business needs**.

Levitt Technologies 2016 – 2018

Director of Technical Sales
San Francisco, CA

- ✦ **Collaborated with Engineering team** to confirm technical collateral, education, and seller skills were up-to-date; coordinated with Marketing department to **assist in driving targeted campaigns** through development of call scripts, webinars, and new material; worked directly with CEO in **development of company-wide sales tool** for technical sales to clients and industry analysts.
- ✦ Spearheaded **development and implementation of Client Technical Sales team and supporting infrastructure**; directed presentations and product demonstrations to accurately educate potential

clients on use and execution; created "Technical Spec Sheet" for client marketing and technical knowledge of new storage technology.

Moorek Technology Company

1998 – 2016

San Francisco, CA

Consulting Storage Technical Specialist (2015 – 2016)

- ✦ **Conducted pilot programs and proofs of concept** for several company products, designed and built **data management solutions** for wide-range of clients and industries, **trained new staff**, and provided education to clients, co-workers, and business partners to ensure accurate and proper use of product.
- ✦ Acted as Regional Designated Subject Matter Expert on various products; **provided custom solutions** for a number of various companies and issues for appropriate functionality.

Certified Storage Client Technical Specialist (2010 – 2015)

- ✦ Analyzed client business needs and **guided new aware sales teams** on optimal sales initiatives; delivered pre and post-sales technical solution **design and implementation training** to ensure support of Top Tier Hosting accounts in the Southwest United States.

Certified Systems Storage Sales Leader (2009 – 2010)

- ✦ Grew and maintained relationships in Cross-Industry Territory through **high-quality pre-sales consultations**; led elimination of resource stacking and **improvement of customer-facing efficiency** with new lead pilot program.
- ✦ **Developed new process** creating targeted promotions through utilization of customer install base analysis and research on business trends and spending habits to improve go-to-market penetration.

System Sales Manager (2007 – 2009)

- ✦ **Oversaw department budget, employee performance appraisals, and cross training**; guided and supported sales team accountable for \$500M territory forming award winning representatives and accurately **forecasting revenue attainment each quarter**; streamlined go-to-market procedures and created strong business relationships ensuring regional success.

Storage Sales Specialist (2005 – 2007)

Senior Sales Lead (2004 – 2005)

IT Architect (2003 – 2004)

Client Representative (1998 – 2002)

OTHER RELEVANT EXPERIENCE

Overwatch Engine Corp.

Sales Engineer
Northridge, CA

1994 – 1998

BRS Engine Company

Supervising Mechanical Engineer
Northridge, CA

1990 – 1994

EDUCATION, CERTIFICATIONS & TECHNICAL SKILLS

California Institute of Technology, 1990

Bachelor of Science, Mechanical Engineering

Accredited Technical Professional (ATP) – Data Center Design, 2018

Technical Specialist Storage Certification, 2015

System Storage Certification, 2007, 2009, 2011, 2013, 2015

Certified Engineer in Training, 1991

Microsoft Office ✦ Storwize ✦ SAN Volume Controller ✦ XIV ✦ Flash Systems ✦ Salesforce.com ✦ HP DS8000 ✦ HPE Nimble Storage ✦ VMWare ✦ Windows ✦ PC ✦ Enterprise Software ✦ SAS