Brig Serman

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Senior Global Sales Leader

Consistent Growth in Highly Competitive Markets • Strategic Alliances and Partnerships

Senior Global Sales Leader with extensive experience leading global sales by building strategic alliances to accelerate growth and secure market share. Successful at applying an uncommon vision to anticipate market disruption, fuel global sales, and improve profit margins to drive significant revenue growth and business transformation in the technology space. Recognized for consistently delivering as much as 10% growth during an overall decline in business. Specialize in building global sales organizations and leveraging growth opportunities. Expertise in turning around multiple businesses, launching new strategic alliances, and forging go-to-market partnership initiatives. Noted industry speaker and presenter.

Core Competencies

- Generating Sales & Revenue Growth
- Strategic Alliances and Partnerships
- Business Turnarounds
- Team Development and Deployment
- Sales Expansion / Transformation
- New Business Initiatives
- Global Sales Execution
- Talent Identification
- Business Development

Professional Experience

IBM **Dallas, TX**

One of the largest technology firms in the world with more than 440,000 employees serving information technology needs and generating $79.6 billion in revenue from customers in 170+ countries.

Director, IBM Global Commercial Cloud Platform Sales | 2018 – 2019

Led the global commercial cloud platform sales with ten direct and 600+ indirect reports worldwide. Administered $600 million in annual recurring revenue. Drove the evolution of IBM sellers in support of cloud and cognitive sales aligned to IBM strategy. Developed and executed the global sales strategy for the IBM cloud platform.

- $50 million increase in recurring revenue over the first six months achieved by driving a 5% improvement in new trial conversions of paying customers through the implementation of a local market and language outreach program; replicated this initiative globally to take advantage of using local language skills.
- $10 million in incremental recurring monthly revenue produced in the first six months by noting a 60% rise in credit card transaction pre-approvals; developed a risk analysis to convince IBM finance to relax the pre-approval criteria to inject more competitiveness into the online marketplace.
- 10% global growth reached, overcoming a business decline, by implementing a skills overhaul, installing a new management system, and addressing key gaps in the customer purchase path through digital sales.
- 3% to 10% YTY improvement in cloud platform results in four quarters realized by identifying the root causes behind low customer conversion rates and implementing actions to close key customer purchase path gaps.

Director, IBM Global Commercial Segment | 2015 – 2018

Served as the worldwide executive leader for IBM global commercial segment. Launched a new customer segment in January 2016 with $6 billion in annual revenue and double-digit growth. Managed the strategy, sales, marketing, and offerings aligned to this market. Expanded routes to market for channel, digital, web, and direct sales.

- $500 million in incremental recurring revenue generated by delivering eight quarters of 1% to 3% growth during a time of corporate business decline through the deployment of an initiative leveraging 1,400+ repeatable solutions built by IBM's strategic alliance and business partner offerings that drove growth in each market.
- $100 million in recurring revenue attained by launching a program to monetize embedded partnerships and reduce coverage on those partners failing to create incremental revenue; filtered out "lifestyle" partners leveraging the IBM logo without a return to IBM and shifted sales coverage to those partners generating incremental revenue.
- 40% reduction in selling, general and administrative (SG&A) expense while sustaining high single digit growth by launching the commercial customer segment forcing the discovery of a new mode to address this segment by moving coverage to a channel and digital sales model.
- 4% growth accomplished and business objectives exceeded in six months in Japan by leading the turnaround of the commercial customer segment through a data-driven root cause analysis approach to highlight essential actions to drive improvement and by convincing senior management to implement those activities.

Director, Global Sales, IBM Midmarket and MSPs | 2011 – 2015
Oversaw a team of six people at the worldwide level. Provided business direction to approximately 1200 colleagues related to $4 billion in annual revenue with double-digit growth.

- $1.65 billion turnaround in revenue, previously in a $450 million negative position realized by building a global team of 320 high performance sellers for managed service providers, optimizing resource alignment to market opportunity, improving employee retention, and spurring five times growth in the MSP segment.
- $800 million in incremental sales in four years attained with triple digit growth annually by introducing a new business model to capture a market shift to managed service providers (MSPs) and redeploying 40% of resources to this segment that purchased hardware and software from IBM to use in the distribution of cloud-based service offerings.
- $200 million in additional revenue and a three-point profit margin improvement posted by spearheading the shift of IBM's business from low margin, high volume servers to high value, high margin software and services resulting in a 30-point boost in revenue share earned from high value offerings.

Director, Global Sales, IBM Smart Business | 2009 – 2011
Managed sales as a member of the senior leadership team for IBM Smart Business. Built the global sales engine including staffing, channel recruitment and development, measurements, incentives, and sales execution.

- $100 million in annual new business sales added by forming a 40-person global sales organization across India, China, and Italy as part of the Smart Business launch, establishing sales objectives and management systems to help bring results accountability in all markets, and recruiting 1,000+ independent software vendors as part of this platform.

Vice President, Strategic Alliances | 2006 – 2009
Guided cross industry strategic alliances that included Lawson, Genesys, Kana, and the Symphony Technology Group. Managed a team of 15 people in business development, technology enablement, marketing, and geographic sales.

- $1 billion market opportunity addressed by rolling out a technology initiative between IBM Research and an Israeli venture capital firm that combined cutting edge sensors to scan materials two inches into the interior with IBM's networking, communications, and data analytics, creating a distinctive offering for security and defense applications.
- $600 million in annual revenue earned from IBM partnerships by developing training curriculum and testing leading to a new professional certification with the Associate of Strategic Alliance Professionals; this certification now used by IBM and the industry as the standard for strategic alliance certification as a key partnership and go-to-market model.
- $10 million in yearly income produced by forging an embedded technology relationship with Lawson, a top enterprise resource planning (ERP) software vendor, with a solution built on IBM WebSphere technology and included in a run time license with every installation resulting in a license upsell to 20% of the Lawson customer base.

IBM Strategic Alliance Executive – Cisco | 2003 – 2006
Directed the North America strategic alliance between IBM and Cisco. Drove sales execution around joint offerings with a team of ten people helping post annual revenue of $500 million.

- $500 million in yearly revenue recorded through new technology sales by launching a new business initiative focused on systems integration companies, or web integrators, a partner seldom engaged with by IBM, that specialized in transitioning traditional companies to a web-based delivery model.

Additional Experience with IBM: Business Unit Executive, Sales Manager, Printer Specialist, Marketing Representative

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Science in Industrial Engineering, Clemson University

IBM Executive Certification, Harvard University Business School
Certified Strategic Alliance Professional
IBM Cloud Foundations

SELECTED INTERVIEWS & SPEECHES

"An IT OT Convergence Culture is about Opportunities, not Obstacles." Published Interview, 2017
"Can IBM's Redesigned PartnerWorld Move the SMB Needle?" Published Interview, 2016
"Cognitive Era Channel Strategy Targets SMBs." Published Interview, 2016
"SMB and Midmarket Mobility Security Risk Sources." Published Interview, 2015
"Strengthening Competitiveness and Expanding Business in the Cloud Age." Keynote Speech, 2015
Forrester Study: "SoftLayer Is a $2 Million Opportunity for MSPs." Published Interview, 2014