

# MARK R. JENSEN

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## SALES AND MARKETING SENIOR EXECUTIVE

### *Advanced Information and Communication Technologies*

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Award-winning, market-driven professional experienced in national and international sales and marketing arenas. Combined expertise in leading edge technologies, strategic sales, tactical marketing, and Fortune 500 key account management. Outstanding record of achievement in complex multimillion-dollar contract negotiations. Bi-lingual English-Spanish. Conversant in Portuguese. MBA. Strengths:

- **Led** sales teams to reach their potential at all companies, maximizing market impact and sales volume, and maintaining high level of customer satisfaction.
- **Implemented** sales force technology, Salesforce.com, Siebel, and Miller-Heiman, over the past ten years.
- **Planned corporate image** advertising campaigns, from concept through execution, at Facilities and Americas.
- **Relationship Selling** experience in multi-level consultative selling initiatives to C-level management throughout client organizations.

**Grew royalties 300% (\$4,000,000 to \$15,000,000) at Americas, 1992-1996.**

**Received nine 100% Sales Club Awards for reaching or exceeding quota in ten years with XEROX. Negotiated and closed a \$35,000,000 deal with one conglomerate.**

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## PROFESSIONAL EXPERIENCE

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BEAM NETWORKS, INC., Washington, D. C.

Privately held communications and Internet web-hosting services and infrastructure provider.

### **VICE-PRESIDENT, SALES AND STRATEGIC ACCOUNTS, 2001**

Guided overall U.S. and Latin American sales including web hosting and VPNs to pan-regional multinational accounts delivering B2B solutions. Developed sales and marketing strategies and forecasts in alignment with corporate objectives. Managed IBM Global Services relationship. Worked with cross-functional teams from sales, operations, marketing, and business development. Managed key pan-regional accounts of Sony, IBM, Nexus/Microsoft while developing new business. 2 direct and 4 indirect reports.

- Closed multimillion-dollar new business deal in first 3 months equal to 4% of annual revenues by leading the sales efforts and winning over customer C-level credibility.
- Pioneered strategic alliances with IBM and Sun that resulted in launch of new web-hosting products and business segment focus obtaining 20 new clients in 2 months.

FACILITIES, INC., Ashburn, VA

Publicly traded global facilities-based provider of Internet bandwidth, web-hosting, access services, e-business solutions and related VPN products to businesses, with offices in 23 countries and \$900 million in revenues.

### **VICE PRESIDENT, SALES AND MARKETING, Latin America, 1999-2000**

Recruited to lead sales for start-up division that acquired in six months, 18 companies in six countries with \$60 million in revenues. Oversaw product and corporate marketing for web hosting, high speed Internet access, and e-commerce strategies with budget of \$50M. Launched corporate image campaign with advertising agency and worked with in-country marketing staffs to develop local billboards and print ads. Approved regional and local advertising. Developed strategic partnership with HP and Sun. 3 direct and 5 indirect reports.

- Increased revenue by 16% (\$10,000,000) by transitioning sales teams from consumer and retail focused to corporate account centered.
- Negotiated \$1,000,000 contract for IP access, with ABC Media, in return for cash and marketing services.
- Cut personnel 20% while maintaining outstanding CRM and customer service in major markets.
- Drove company to #2 in Brazil by focusing sales on total service, establishing alliance with HP and Sun.

## AMERICAS DEVELOPMENT, Reston, VA

Publicly traded developer of database and system software, with customers including large banks, insurance, manufacturing, and oil companies. Recipient of five Golden Circle Awards for surpassing revenue targets.

### **DIRECTOR, SALES INTERNATIONAL OPERATIONS, 1996-1998**

Oversaw operations in Canada, Latin America, and Japan with budget of \$50 million. Managed exclusive distributors and major partner relations in Latin America. Built territories in two new countries and increased distributors. Implemented indirect sales of software and services through strategic partnerships with US system integrators, including CSC, TRW and IBM. Established channel marketing. 3 direct and 8 indirect reports.

- Surpassed sales objectives by 146% and profit plan by 115% through the targeting of large financial and manufacturing accounts.
- Gained 6 major accounts in one year by implementing alliance and plan for Spain's Banking and Insurance applications to be sold in Latin America.
- Gained 10% market share by focusing on speed and price performance of the database and systems.

### **DIRECTOR, Latin America, 1992-1996**

Established direct sales operation in Mexico and set up operation in Colombia. Implemented VAR policy for International Operations. Managed regional in-country distributor relationships. Focused on product and solution sales, marketing, and large account strategies.

- Grew total revenue to 45% (from 22%) of international budget in less than 2 years.
- Contributed 15% extra margins above plan and reduced accounts receivable 25% by forming Executive SWAT team to set up direct Mexico Operation that eliminated exclusive distributor.

Other positions held - Latin America, REGIONAL MANAGER, 1991-1992; Metier Venezuela, GENERAL MANAGER, 1988-1990; XEROX Corp., COUNTRY PRODUCT MARKETING MANAGER, Venezuela, 1987-1988; SALES & MARKETING MANAGER, 1986-1987; SALES & MARKETING MANAGER, 1983-1985; ACCOUNT MANAGER, 1979-1982; SALES REPRESENTATIVE, 1977-1978; SYSTEMS ENGINEER & SALES TRAINING PROGRAM, 1976.

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## PUBLIC SPEAKING

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High-impact presentations at public and private Internet conferences, HW/SW vendor meetings (HP and Sun), distributors, sales seminars, internal company events, and customer events.

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## EDUCATION

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MBA in International Management, Stanford University, Palo Alto, CA, 1976

BA in History, Illinois College, Jacksonville, Illinois, 1974