

DREW MIKE

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Technical Sales Management | Pre-Sales Support | Sales Cycle Oversight | Customer Success Management | Product Demos

Overachieves revenue goals by driving a consultative sales process to address client needs, setting up discovery sessions, proposing tailor-fit software solutions, and preparing demos; presents the value and ROI while translating technical concepts. Serves as a trusted client advocate by establishing close ties with accounts, rendering technical support, leveraging product mastery, and creating exceptional user experiences. Demonstrates product value and capabilities by liaising between clients and the sales team as an SME.

Customer Engagement	Customer Service Management	MS Office Suite, Final Cut Pro, CRM
Discovery & Demo Execution	Cross-Functional Collaboration	Virtual Machine Setup
Customer Advocacy & Relationship Building	Post-Implementation Support	AWS EC2 Instance Debugging

PROFESSIONAL EXPERIENCE

Sands Digital 05/2021 – Present

Promoted to **Technical Sales Manager** 07/2022 – Present

Facilitates sales quota achievement by generating buy-in for our suite of solutions, including renewable energy resource management software, through customer demos, presentations, and process walkthroughs. Analyzes technical requirements alignment with the future roadmap while addressing RFPs and RFIs to assess the viability of technical feature addition. Customizes use cases to align them with customer roadmaps as a customer advocate. Streamlines technical product sales by liaising between the sales and product teams to bridge the knowledge gap.

Helped exceed the \$53M quota for 2021 by \$13.6M and \$100M quota for 2022 by \$36M; on track to achieve the \$28M quota for 2023.

- Aided the pre-sales process by conducting 6-7 demos annually for deals ranging from \$1.5M to \$4M.
- Generated interest of 25-40 leads a year during industry-specific conferences and conventions by engaging with them and conducting product demos; participated in industry events to stay updated with the market trends and the latest technology.
- Enabled lead conversion by communicating product features, roadmaps, and customization, aligning them with customer needs.
- Created a value proposition for products and services by leveraging extensive product knowledge.

Customer Service & Technical Support

- Rendered technical support as an SME to set up demo environments on AWS cloud or local virtual machines. Set up virtual machines and installed products to help the team conduct demos; enabled cross-region demos by debugging AWS EC2 instances.
- Enabled the team to install GE products on local virtual machines and troubleshoot AWS EC2 instances by documenting processes.
- Streamlined onboarding of newly hired technical sales managers by educating them on product specifications and benefits.
- Ensured customer success by offering post-implementation support; sustained long-term customer relationships.

Inside Sales Specialist 05/2021 – 07/2022

Engaged leads in the NA region through targeted outreach efforts; assessed client requirements for M&S purchase orders, acted as the first point of contact for daily or weekly touchpoints, and addressed concerns. Led customer outreach for contract renewals.

- Grew customer engagement from 20% to 80% by introducing a multi-touchpoint cadence; created scripts for each touchpoint.

American Idol 08/2020 – 04/2021

Client Success Associate

Helped generate thousands in sales revenue by working closely with customers to present business cases, identify and pitch best-fit products, and negotiate contracts; enrolled customers in supplemental benefit programs. Built and fostered long-lasting customer relationships by conducting periodic follow-ups and addressing queries; led cold calls and maintained a customer database.

TransFunctions Inc.

05/2018 – 11/2019

Junior Software Engineer

12/2018 – 11/2019

Brought onboard as a full-time employee to add value-adding features to the patented, world's first digital micro radar providing advanced sensor systems for all types of robotics systems; worked with software engineers and the CTO; guided an R&D engineer.

- Supported the pre-sales process by creating and presenting demos to showcase radar benefits; edited videos using Final Cut Pro.
- Helped calculate accurate distance, velocity, positioning, and tilt angle of the digital radar against different objects by creating a Python- and C-based tool and integrating inertial measurement unit (IMU) data; calibrated the IMU sensor.
- Avoided radar damages and facilitated simulation running for the digital signal processing department by cleaning and clustering radar data; enabled data sending, receipt, and storage in JSON files by creating a UDP-based software using Python and AMPPS.
- Streamlined data collection from the radar by connecting it to the Raspberry Pi system and a portable drone, DJI Mavic Pro.

Software Engineering Intern

Streamlined data transfer between 2 Raspberry Pi systems by building a connection using the UART communication protocol. Soldered pins and ICs on microcontrollers and PCBs, including logic gates and transceivers.

- Helped record revolutions per minute (RPM), temperature, and speed of a car by establishing its communication with Teensy 3.6 using CAN-BUS Shield and C; sent and received data between 2 microcontrollers using the CAN Bus protocol.

PROFESSIONAL DEVELOPMENT

Bachelor of Science in Computer Engineering, San Francisco State University

Expected December 2020

Select Projects

- Created an AI-based face detection software for Raspberry Pi; currently training the module to detect from a 2-meter distance.
- Built an obstacle avoidance robot to follow lined paths, light sources, and mazes using ultrasonic, photosynthesis, and IR sensors.
- Designed, developed, and tested a low-noise headphone amplifier from scratch using a PCB and Autodesk EAGLE.
- Enabled real-time, remote room monitoring by creating a device using Raspberry Pi and Raspberry Pi camera; accessed Raspberry Pi camera using Python, the port forwarding application, and the SSH (secure shell) protocol.
- Coursework: Software Development, Data Structures, Discrete Mathematical Structures, Programming Methodology, Introduction to Computer Programming, Introduction to Programming, Introduction to Unix/Linux for Engineering, Engineering Design Project 1, Digital Signal Processing, Digital Systems Design, Communication Systems, Design with Microprocessors, Engineering Cost Analysis, Electric Circuits, Engineering Experimentation, Linear System Analysis, Microelectronics.

LinkedIn Learning Certifications: C Programming for Embedded Applications (2020), Learning Python (2020)