

MICHAEL MASSEY

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Market-focused leader whose commitment to the customer experience directly impacts profitability and loyalty. Respected decision-maker with proven abilities to produce exceptional relationships, internal and external. Collaborative team-builder known for unwavering integrity and results across commercial and government sectors. Recognized driver of innovation and sales-focused strategies that positively impact the P&L.

Areas of expertise include:

- ◆ Influential Leadership
 - ◆ Go To Market Strategy and Execution
 - ◆ Pre-Sales and Post-Sales
 - ◆ Consultative Solutions
 - ◆ Support Portfolio Design and Launch
 - ◆ Proposals and Presentations
 - ◆ Customer Development
 - ◆ Global Service Operations and Quality
 - ◆ Partnerships and Alliances
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CURRENT POSITION: You Marketing, LLC - Owner & Founder. *Details at www.youmarketing.net*
Management Consulting; multi-industry clientele: Telecom, Services, SaaS/PaaS, IT, Medical, B2B, Social Media

CORPORATE EXPERIENCE: Network Equipment Technologies; Fremont, CA 1996 – 2009
Company provides multi-service communications solutions and global support for enterprise and public networks.

DIRECTOR, WORLDWIDE CUSTOMER SERVICE (2007 – 2009) *Concurrent Role w/ Services Sales & Marketing*
Total ownership role to establish and operate a profitable Services business unit to serve as the foundational model for a worldwide Unified Communications (VoIP) strategy. Aligned with Sales and Marketing, instituted partner ventures plus a high-touch approach, increasing revenues while building customer loyalty in an emerging market.

Key Achievements:

- ◆ Ramped the professional services and training run-rate in North America from nearly zero to \$210K in nine months. Attained incremental growth internationally by leveraging strong US-based relationships.
- ◆ Achieved a three-fold increase in recurring support revenues despite decommissioning of older networks. Reversed decade-long declining annual run-rate, expanding from \$190K to \$640K within the fiscal year.
- ◆ Won, implemented, and managed multi-national accounts such as Microsoft, AT&T, Accenture, RIM, Albany International, A&E. Differentiated positioning and trusted advisor status cited as deal winners.

DIRECTOR, SERVICES SALES & MARKETING (2006 – 2009) *Concurrent Role w/ Worldwide Customer Service*
Championed fundamental shift in company model with design and worldwide launch of professional services led programs. Owned all aspects of the initiative; product development, positioning, pricing, promotion, partner and sales training, channel and reseller programs, finance and reporting. The NET Works suite became the flagship.

Key Achievements:

- ◆ Launch represented the first sweeping change in the company's support positioning and pricing in over a decade, achieving rapid conversion rates and revenue targets in the Americas, EMEA, and Asia Pacific.
- ◆ Programs hit \$1M commercially in advance of projections, amassing a 95% capture rate and 35% support to product revenue blend. Accelerated launch to Federal, establishing programs as the main GSA vehicle.
- ◆ Matrix-managed \$15.6M annual support revenues. Negotiated contractual relationships with customers, channels, and partners. Drove resolution of operational parameters, SLA's, financial and legal terms.

DIRECTOR, GLOBAL SALES SUPPORT (2003 – 2005)

Conducted new product introduction (NPI) for 45+ customers. Managed cross-functional resources and partner relationships. Trained and led direct and channel sales staff across four continents to ensure deployment success.

Key Achievements:

- ◆ Integrated 180 platforms, totaling \$16M, by leading product management, sales, operations, engineering, and service teams. Identified future functionality and delivered essential features to win and grow business.
- ◆ Fueled company's success in meeting its externally stated goal of 15% revenue coming from new products. Deployments included domestic and international telecommunications providers, government agencies.

DIRECTOR, WORLDWIDE CUSTOMER SUPPORT (2001 – 2002)

Directed initiatives to consolidate functions and maximize resource utilization and effectiveness. Embraced and led new global support strategies. Owned customer escalation management. Managed 14 reports and \$5M budget.

Key Achievements:

- ♦ Drove efforts to shift 130-member service organization's culture from exclusively remedial support to a sales-enabler model. Leveraged Tier 2-3 resources to promote pre-sales activity and penetrate accounts.
- ♦ Reduced expenses by 30% through methodical evaluation and selection of global outsourcing partners for field-based services. Finalized effective business arrangements and SLA's with NCR and Choice Logistics.

DIRECTOR, SERVICE READINESS & PERFORMANCE (1999 – 2000)

Assembled team to drive service influence in Product Life Cycle (PLC), business processes and IT systems, and CRM solutions. Directed customer advocacy group and Y2K initiative. Managed 12 reports and \$2.5M budget.

Key Achievements:

- ♦ Established ISO excellence by building team to design and deliver comprehensive, cross-functional metrics and reporting. Launched the industry's first web-based customer satisfaction and loyalty survey program.
- ♦ CEO selected to lead company-wide Y2K compliance program, organizing the global effort across 1,250 employees, covering 900+ customers in 75 countries. Delivered incident-free results across the board.

SENIOR MANAGER, TECHNICAL ASSISTANCE CENTER / ONLINE SUPPORT (1996 – 1998)

Promoted from TAC engineer to supervise daily operations of a 24x7 technical assistance center with a staff of 40+ personnel. Transitioned into building the team that developed and introduced online customer support.

Key Achievements:

- ♦ Maintained exceptional customer satisfaction ratings while managing TAC consolidation and personnel relocation from California to Virginia. Achieved a customer-facing seamless transition without disruption.
- ♦ Launched NET's customer service online support site with innovative extranet functionality ahead of larger competitors. Established web-based support as the preferred customer service portal in July 1997.

MILITARY SERVICE**United States Air Force (USAF)****1986 – 1996****NCOIC, SECURE COMMUNICATIONS**

Held top-level security clearances across multiple domestic and international locations. Traveled extensively while engineering, installing, and maintaining cutting edge data/voice/video and encryption gear. Led up to 24-person teams and managed \$12M operating and capital equipment budget. Recognized with the highest leadership honors awarded by the USAF. Received two advanced promotions for exemplary service in high-visibility environments.

EDUCATION & TRAINING

University of Maryland; Wiesbaden, Germany / Central Texas College Europe; Neubruecke, Germany

Associate of Science in Electronics Technologies (CCAF)**Professional Development Courses:**

Advanced Executive Leadership Program ▪ Fundamentals of Strategic Planning ▪ Situational Leadership
Orchestrating Team Performance ▪ Communication & Interpersonal Skills ▪ Technical Project Management
The Negotiating Edge ▪ Hahn's Fundamentals of Services Marketing ▪ Hahn's Services Pricing & Positioning
Rummler-Brache Process Mapping ▪ Speak With Impact ▪ Business Writing for Service Professionals
Fundamentals of Finance & Accounting ▪ American Marketing Association MBA Program

EDUCATION LEADERSHIP APPOINTMENT**San Jose State University, CA****BOARD MEMBER, TECHNICAL SUPPORT MANAGEMENT****2002 – 2004**

Served on newly chartered professional development program council. Architected curriculum and certification programs for service management professionals. Peer recognized as sole Outstanding Advisory Board Member.

INDUSTRY PRESENTATIONS, PUBLICATIONS, AWARDS – AVAILABLE UPON REQUEST