

## JOE GAETA

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### SUMMARY

Accomplished senior sales and marketing professional with twenty years of success in IT and telecom. Seeking my next challenge in the IT space as a channel sales manager or account executive.

#### *Background:*

- Solution Selling
- Program Management
- Territory Management
- Business Case Development
- Indirect Sales Channel Development and Management
- Contracts and Negotiations
- Social Selling Tools and Techniques
- Multimedia Presentation and Training

### EXPERIENCE

#### **GFI Software, Decatur, Georgia**

**2016-18**

##### **Channel Sales Manager**

[GFI acquired Kerio Technologies January 2017.]

Drove sales of Kerio's portfolio of Collaboration, Unified Threat Management, and VoIP solutions for small and medium businesses through resellers (On-Premises and Cloud). Managed relationship with resellers.

- > 100% Quota Attainment, FY 2017
- > 100% Cloud Quota Attainment, 2H 2016

#### **IBM CORPORATION, Smyrna, Georgia**

**2010-16**

##### **Software Sales Representative**

Drove sales of software portfolio - on-premises and SaaS. Closed business directly and through business partners.

Utilized traditional sales techniques as well as digital tools, such as LinkedIn and Twitter.

- > 200% Quota Attainment, FY 2015
- Global Sales Leadership Award, Q2 2015
- Manager's Choice Award, Q2 2015
- > 100% Quota Attainment, FY 2012, 2014
- Sales Eminence Award, FY 2014
- Social Selling Leader, 2013-16
- Business Unit Executive Award, Q2 2012

#### **EARTHLINK, INC., Atlanta, Georgia**

**2006-09**

##### **Channel Sales Manager**

Drove new subscribers to EarthLink's DSL, VoIP, and line-powered VoIP solutions via channel sales partners. Launched, trained, and managed partners. Managed sales partners in three major markets.

- Increased monthly subscribers from outbound telemarketing partner over 400% w/in first four months on account.
- Increased monthly premium subscribers from inbound telemarketing partner over 200% w/in first two months on account; increased value subscribers 150% during same period.

(Continued)

**SKYTEL COMMUNICATIONS, Atlanta, Georgia****2003-06****Channel Sales Manager**

Developed and managed the indirect sales channel in the Southeast for SkyTel's Automated Vehicle Location (AVL) System. Managed diverse territory spanning five states. Trained resellers in sales techniques and product functionality.

- Selected as first channel manager in new agent program based on superior sales performance during transitional period. Initially managed entire East Coast.
- Exceeded revenue goal in 2004 (over \$300,000). Responsible for 45% of all units sold through the indirect channel.
- Exceeded revenue goal in 2005 (over \$600,000).

**IBM CORPORATION, Smyrna, Georgia****1998 - 2003****Program Manager, Business Development Center (2001-03)**

Deployed web applications to add value to sales channel in areas of revenue, efficiency, customer satisfaction and tele-integration. Authored *Documents of Understanding* and *Revenue Recognition Agreements* that were agreed to by various executives.

- Doubled usage of online inventory application within 12 months.
- Exceeded deployment target of Learning Service's online purchasing tool by 20%.
- Completed Leadership Development Program (LDP), a year-long program to cultivate formal leadership skills in selected employees.

**IBM Client Representative (1998 - 2001)**

Sold e-Business solutions to Small and Medium-sized organizations (SMB) in healthcare industry. Owned relationship between company and clients. Managed territories with quotas ranging \$4M - \$12M/year.

- 100% Quota Attainment in 2<sup>nd</sup> year
- Appointed to Atlanta Sales Rep Advisory Council
- First Line Manager's Award Quarterly Winner

**IBM PROFESSIONAL DEVELOPMENT, 2010-2016**

Hybrid Cloud Sales Academy	Tivoli Sales Academy	Global Sales School
Present with Eminence Training	Tivoli Essentials Top Gun	Leadership Development Program

**IBM SOFTWARE SALES CERTIFICATIONS, 2010-2016**

Network Assurance	Workload Automation	Endpoint Management
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**EDUCATION**

Georgia State University  
Atlanta, Georgia

**COMMUNITY LEADERSHIP****THE JOAN GAETA LUNG CANCER FUND, Atlanta, Georgia****2007 - Present****President and Chief Executive Officer**

- Initiated Georgia campaign to produce Lung Cancer Awareness Specialty License Plate. Instrumental in successful passage of HB732 in Georgia Legislature. Signed into law by Gov. Nathan Deal, April 2012. Became first state with a specialty license plate for Lung Cancer Awareness.
- Raised \$300,000+ for lung cancer awareness and research to date.

**THE BONNIE J. ADDARIO LUNG CANCER FOUNDATION, San Carlos, California****2010 - Present****Board of Directors, 2010-14; Board of Advisors, 2014 - Present**