

JOE GAETA

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(404) 435-7376

SUMMARY OF QUALIFICATIONS

Accomplished sales and marketing professional with over 20 years of professional experience - including over 18 years of success in the IT and telecom space. Extensive solution selling and channel management experience. Sharp organizational and project management skills.

Background includes:

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

EXPERIENCE

IBM CORPORATION, Smyrna, Georgia **Middleware Sales Representative**

2010 - Present

Drove sales of IBM's Middleware Portfolio (both on-premises and SaaS) through prospecting, opportunity progression, and closure. Closed business directly as well as through business partners. Utilized both traditional sales techniques as well as digital tools, such as LinkedIn and Twitter.

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

EARTHLINK, INC., Atlanta, Georgia **Channel Sales Manager**

2006 - 2009

Drove new subscribers to EarthLink via channel sales partners. Launched, trained, and managed partners to successfully acquire new narrowband, broadband, and voice subscribers – including aDSL, VoIP, and line-powered VoIP technologies. Managed local sales partners selling EarthLink's line-powered VoIP product in the Chicago, Miami, and Seattle Markets. Managed relationship with valued added resellers charged with selling EarthLink's desktop VoIP product, trueVoice.

- Increased monthly subscribers from an outbound telemarketing partner over 400% within my first four months on the account.
- Increased monthly premium subscribers from an inbound telemarketing partner over 200% within the first two months of handling the account. Increased value subscribers 150% during the same period.

SKYTEL COMMUNICATIONS, Atlanta, Georgia **Channel Sales Manager**

2003 - 2006

Developed and managed the indirect sales channel in the Southeast for SkyTel's Automated Vehicle Location (AVL) System. Recruited and launched new business partners as well as executed all sales manager duties with existing partners. Managed a diverse territory spanning five states. Trained resellers in both sales techniques and product functionality.

- Selected as the first channel manager in a new agent program based upon superior sales performance during a transitional period for the SkyTel Corporation. Initially managed the entire East Coast until additional headcount was added.
- Exceeded 2004 revenue goal (Over \$300,000 in contracted revenue in 2004.) Responsible for 45% of all units in service through the indirect channel.
- Exceeded 2005 revenue goal. (Over \$600,000 in contracted revenue in 2005)

(continued)

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

Deployed web applications that added value to the sales channel in the areas of revenue, efficiency, customer satisfaction, and teleintegration. Created all the written communications coming from my team, including Monthly Operational Reports and all executive communications. Communicated the needs of the customer and sales professional to the web designers and programmers. Authored *Documents of Understanding* and *Revenue Recognition Agreements* that were agreed to by various IBM executives. Developed business cases utilizing productivity numbers from our sales organization. Secured funding and executive sponsorship of strategic web applications.

- Doubled the usage of IBM's online inventory application in less than a year through marketing communication, live demonstrations, and one-on-one meetings with IBM sales teams.
- Exceeded deployment target of IBM Learning Service's online purchasing tool by 20% through a strategy of training, demonstrating, and supporting the tool. Created marketing materials and launched a successful sales contest despite funding constraints.
- Secured funding from the director of IBM's online sales channel in Canada for an online maintenance inventory initiative. Successfully launched the pilot.
- Completed IBM Sales Leadership Development Program (LDP). LDP was a year-long training and education program designed 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 the health care industry. Owned the relationship between IBM and my clients. Managed territories with quotas ranging from \$4M to \$12M per year.

- 100% Quota Attainment, FY 1999
- Appointed to the Atlanta Sales Rep Advisory Council (2001).
- Selected as a Student Advisor and Evaluator for IBM Sales Training and Education Classes (2000, 2001).
- IBM First Line Manager's Award, Q3 1999

IBM PROFESSIONAL DEVELOPMENT

Present w/ Eminence Training, 2015
SW Basics Top Gun, 2015
InterConnect Conference, 2015-2016
Hybrid Cloud Sales Academy, 2015-16

Sales University, 2013-2014
Pulse Conference, 2013-2014
Tivoli Sales Academy, 2013-2014
Tivoli Essentials Top Gun, 2013

SW & Solutions Top Gun, 2011
Global Sales School, 2010
Leadership Development, 2001
Sales Training, 1998

IBM SALES CERTIFICATIONS

Network Assurance Software, 2014
Workload Automation Software, 2014
Endpoint Management Software, 2014

EDUCATION

Georgia State University
Atlanta, Georgia

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

- Raised over \$250,000 for lung cancer awareness and research to date
- Initiated the campaign to produce a Lung Cancer Awareness Specialty License Plate in the state of Georgia. Instrumental in the successful passage of HB732 in the Georgia Legislature which enable the creation of such a plate. Signed into law by Governor Nathan Deal in April 2012. Currently, Georgia is the only state in the country with a specialty license plate specifically for Lung Cancer Awareness.

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