

Rocky Rosas

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OBJECTIVE

I am seeking a position in Sales Engineering with a progressive, dynamic, and growing company that can utilize my extensive technical and management background in pre-sales and post sales support, product evaluations, project management, product development, technical training, and documentation.

SUMMARY OF QUALIFICATIONS

- A proven Sales Engineering professional with a track record of delivering successful quota attainment up to and exceeding \$100 million in annual revenues.
- Extensive account penetration, selling, and customer account management experience into the service provider sector with successful sales into major LEC's and Internet Service Providers such as Verizon, Worldcom, MCI, AT&T, UUNet, and MSN.
- Significant pre-sales technical support, lab trial, evaluation, and implementation experience with major carriers worldwide including NTT Japan, Telia Sweden, MFS United Kingdom, and KPN Netherlands
- Significant large scale networking and telecommunications design and implementation experience with networks ranging in scope to 100+ backbone switches, 500+ aggregation routers, and over 100,000 edge routers.
- Experience in the development, management, and mentoring of nationwide sales engineering organizations in excess of 25 engineers supporting field sales organizations of over 150 people.
- Senior Sales management experience in executive level account management, quota setting and monitoring, compensation design, sales strategy, metrics design and reporting, and sales program roll out.
- Very polished management and leadership skills in cross departmental teaming, sales and marketing strategy, product strategy, product development, budgeting, staffing, mentoring, process and systems development, and senior level executive influence.

BUSINESS SKILLS

- Extensive experience in the IT and Telecommunications industries including pre-sales support, consulting, network design, project management, hardware/software integration, high level troubleshooting, and training.
- Exceptional presentation and customer relationship skills including strong written and verbal communication skills. Able to effectively communicate with senior management, third party vendors, technical staff, as well as non-technical end users.
- Extensive knowledge and experience proficiently handling complex mission critical projects and assignments under extreme time constraints and high visibility.
- Excellent analytical skills. Able to absorb large volumes of technical data and develop concise solutions in addition to translating into non-technical terms.

TECHNICAL SKILLS

Networking:	LAN, WAN, Ethernet, Token Ring, FDDI, 802.11 b/g/a, T1, DS3, Sonet, Metro LAN, ATM, Frame Relay, DSL, ISDN, TCP/IP, IPX, Appletalk, DECnet, LAT, NFS, DHCP, MPLS, RSVP, SNMP, RIP, OSPF, EGP, BGP4, HTTP, VoIP, VoATM, VoFR, RADIUS
Security:	VPN, L2TP, PPTP, PPPoE, PPPoA, IKE, DES, 3DES, IPsec, PAP, CHAP, ACL's, NAT, WEP, WPA, MS ISA Server, Symantec/Norton Antivirus, McAfee, Trend Micro, Zone Alarm, netcat, nmap, Sam Spade
Network Hardware:	Cisco, Lucent, Nortel, Alcatel, 3Com, Siemens, IBM, Larscom, FiberCom, NetEdge, Copper Mountain, Fore Systems, Netopia, Arescom, Xspeed, D-Link, Linksys, Synoptics, Cabletron, Tekelec, Network General
Network Applications:	Oracle, Siebel, Vantive, Remedy, HP Openview, Business Objects, SQL, HTML, XML, MS Exchange, MS IIS
Operating Systems:	MS DOS, Windows 3.1, 95, 98, NT, 2000, and XP, Windows Server 2000 / 2003, Sun Solaris, Linux, Mac OS X, Novell Netware, VMS, Cisco IOS
System Hardware:	Dell, Compaq, Sun, IBM, HP, DEC, SGI, Apple
Desktop Applications:	MS Word, Excel, PowerPoint, Outlook, Outlook Express, FrontPage, Access, Project, Visio, Adobe Acrobat, Internet Explorer, Netscape Communicator

EDUCATION

INTENSE SCHOOL / MT. SIERRA COLLEGE

MONROVIA, CA

CEH Certification – Security Testing and Countermeasures

TECH PROFESSIONAL ACADEMY

IRVINE, CA

LAN/WAN + Security Track – MCP, MCSA + MCSE 2000/2003, CCNA/CCNP, CCDA/CCDP, CCSP

STANFORD UNIVERSITY

PALO ALTO, CA

Bachelor of Science Degree, Mathematical and Computational Sciences

EXPERIENCE

D-LINK SYSTEMS INC., 2004 – PRESENT

Fountain Valley, CA

Technical Marketing Engineer

D-Link is the global leading designer, developer, and manufacturer of networking, connectivity, voice, and data communications products for mass consumer and small to medium business market segments. The company has over 600 products, revenues in excess of \$700 million, and over 1600 employees worldwide. The company specializes in Ethernet, LAN Switching, 802.11 Wireless LANs, Cable and DSL broadband, Voice over IP, and digital home products.

- Provide product and technology support to D-Link's U.S. public relations efforts through press interviews, product evaluations, product support, press releases, press events, and trade shows.
- Produce technical marketing materials such as white papers, reviewer's guides, presentations, installation guides, technical notes and other product launch collateral.
- Perform user acceptance testing of new products versus competitor products in order to help formulate product positioning and messaging.

VARIOUS TECHNICAL CONSULTING & BUSINESS OPPORTUNITIES, 2001 - 2004

- **MT. SIERRA COLLEGE** - Adjunct Professor with Mt. Sierra College in Monrovia, CA. Develop and teach courses in the Telecommunications, Business, and Marketing disciplines including Voice and Data Communications, LAN/WAN's, Internet, Broadband Networks, E-Commerce, Intranets/Extranets, and Entrepreneurship.
- **NORTEL NETWORKS ALUMNI ASSOCIATION** - Providing technical and application consulting to the alumni association for Nortel Networks on web based membership tools to facilitate networking and the search for employment and business opportunities.
- **LO WEBSITES** - Started an online company which is focused on providing website design and hosting for online mortgage professionals. Currently developing web site designs, mortgage related content, and eMarketing tools for loan officers.
- **SWEETRATES.COM** - Started a small online business to market and sell discount telecommunications products such as long distance, Internet access, cellular, paging, satellite television, and consumer electronics.
- **HOT PROVISIONS INC.** - Developed market analysis, business plan, and product definition for an early stage technology startup focused on providing diagnostic self-installation tools and accessories to consumers of Wireless, Powerline, xDSL, and Cable broadband services and home networking systems.
- **WIRELESS ENTERPRISE SYSTEMS** – Organized, developed, and packaged a company presentation to be used with potential venture capital and corporate investors in order to secure second round financing. The startup company developed middleware that facilitated mobile phone and PDA access to enterprise database applications.

NORTHPOINT COMMUNICATIONS, 1999 – 2001

San Francisco, CA

VP Sales Engineering

NorthPoint Communications, a company of over 1500 people, was a national Local Exchange Carrier and provider of DSL based data and packetized voice services servicing 38 national markets with additional joint ventures in Canada and Europe. The company grew revenues from zero to a \$100 million run rate within two years and was eventually acquired by AT&T.

- Hired prior to IPO and built a 25-person organization tasked with providing technical sales, network planning, and implementation support to NorthPoint customers across 38 national markets.

- Consulted, trained, and provided technical support for NorthPoint's DSL Access, Internet Access, Security Firewall, VPN, and Packetized Voice services.
- Provided key sales support resulting in the generation of 200+ trained and network connected ISP and CLEC channel partners, revenues of over \$25M / Qtr, and a subscriber base of over 100,000+ in a two year time frame.
- Raised system flow through order ratio from zero to 68% by successfully integrating our Siebel based order management and trouble ticketing systems with the ordering systems of our top 20 customers.
- Engaged in full life cycle product development efforts including customer requirements analysis, project management of beta/lab testing and trials, design and execution of user acceptance test plans, and ensured customer and sales organization readiness for new product rollouts.
- Assumed responsibility for, re-engineered, and retooled processes and systems resulting in a reduction of the provisioning time for DS3 ATM and Frame Relay network interconnections by more than 50% and accelerating revenue potential.

LARSCOM INC. 1998 – 1999

Research Triangle Park, NC

Director Applications Engineering

Larscom acquired NetEdge, my previous employer, and I was offered a position to stay onboard. Larscom was a 500-person company with annual revenues of over \$70 million. The company manufactured, marketed, and delivered carrier class network access equipment for service providers and medium-to-large enterprises. Major service providers including MCI and AT&T used Larscom equipment to deliver their T1 based private line, frame relay, and T3 access services.

- Overall company responsibility for the management of the nationwide Applications Engineering organization tasked with pre-sales consulting, product introduction, and technical support for the company's line of CSU/DSU, T3 multiplexer, T1 inverse multiplexer, and ATM access concentrator products.
- Worked with all major clients such as MCI Worldcom and AT&T to design, develop and implement network and service deployment strategies and assisted in customer escalations.
- Developed technical presentations, materials, and training programs for customers as well as the 100-person field sales organization.
- Heavily engaged with Marketing and Engineering on customer product requirements, cross-functional product development, and new product introduction.
- Critical quota carrying member of the senior sales management team tasked with the development and implementation of sales strategy and associated business plan for achieving and exceeding up to \$70 million annual revenue targets.

NETEDGE SYSTEMS, 1993 - 1997

Research Triangle Park, NC

Director Technical Services

NetEdge Systems was a networking technology startup that grew to a size of 200 employees and annual revenues of \$25 million before it was acquired by Larscom, Inc. NetEdge manufactured and sold ATM access concentrators and Edge routers to international service providers worldwide who used the equipment to offer metropolitan based transparent LAN services or Metro Ethernet services. Customers included Metropolitan Fiber Systems / Worldcom, Telia, KPN Telecom, Teleport Communications / AT&T, and Brooks Fiber / Worldcom.

- Designed and built the Technical Support and call center operations organization to support the company's Asynchronous Transfer Mode access concentrator and edge router products for customers worldwide.
- Developed direct, channel, and OEM partner product support tools and processes including procedures for trouble ticketing, problem escalation, warranty repair, and software distribution resulting in the development of channel sales partners responsible for over \$5 million in annual sales revenue.
- Managed the beta testing, customer evaluation, and trial programs.
- Produced all product documentation manuals, technical training programs, and customer care programs.
- Designed an operational metrics program to measure customer satisfaction and track key performance indicators.
- Designed and maintained corporate World Wide Web server system and content.
- Implemented Vantive / Peoplesoft system for customer relationship management, trouble ticketing, and defect and resolution tracking.

FIBERCOM INCORPORATED, 1990 - 1993

Newport Beach, CA

Regional Sales Engineer

FiberCom Incorporated was a manufacturer of fiber optic based voice and data communications equipment for the enterprise and federal marketplaces. FiberCom was a 300-person company with approximate annual revenues of \$30 million before it was sold to Litton Industries. I was the western region Sales Engineer who supported four sales executives, carried a quota of \$12 million, and sold and supported the company's three largest customer installations.

- Provided pre-sales and post sales technical support to customers such as ARCO, Joint Intelligence Command of the Pacific Fleet, Rockwell International, MacDonnel Douglas, and Boeing for the company's line of FDDI bridges and routers, SNMP based Network Management Software, Fiber Optic Ethernet Systems, IBM mainframe Channel Extenders, and other fiber optic data link systems.
- Delivered technical account management, product and technology presentations, training sessions, and seminars. Also conducted vendor interoperability testing, onsite troubleshooting, and problem resolution.
- Sold and implemented FiberCom products not only for enterprise campus applications, but also shipboard, in flight entertainment, space station, underground mining, and satellite intelligence applications.

ROCKWELL INTERNATIONAL, 1987 - 1990

Seal Beach, CA

Network Engineer

Rockwell International was a large \$4 billion company with multiple lines of business in industrial automation, avionics and communications, space systems, and government and defense. Initially I worked in the Space Systems division and later migrated to an overall corporate role.

- Provided network design, implementation, and security support for the Cisco router based corporate wide area backbone which consisted of over 35 locations running across private voice and data multiplexed T1's along with external connections to the Internet as well as NASA and other government networks.
- Managed the company wide IP and DECnet address space, Domain Name Services systems, and network access to the Cray compute services. This included planning and allocation of a class B and several class C IP networks.
- Performed wide area network monitoring, performance analysis, and troubleshooting.
- Performed program requirements analysis, network design, integration, and implementation of multivendor FDDI, Ethernet, Token Ring, and AppleTalk networks to support various multisite programs including GPS Satellite Systems, Strategic Defense Initiatives, and Space Shuttle Design, Assembly, and Launch Support. This included network engineering for some sites with an excess of 3,000 multiprotocol desktops.
- Performed system design, planning, performance analysis, maintenance, and management of the division's administrative office automation servers which consisted of a cluster of 10 Digital Equipment Corporation VAX systems and supported over 500 users. Also conducted hardware installations and relocations, software installations, system backup, as well as file archival and retrieval.
- Performed network integration, management, and support for several Sun, Silicon Graphics, HP, Macintosh, and IBM workstations and computers.