

EAN H. JACKSON

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Western Region Business Developer

Award winning sales professional with **20+ years enterprise sales experience** in technology sector

- **Consultative, relationship-building hunter.** Highly effective at articulating value proposition, TCO, ROI and business cases selling to Boards, Committees, CEOs and Presidents
- **Results-focused** business driver with up to **350% of quota** attainment on **deals ranging to \$3.2M**
- Vertical market expertise includes **commercial top 200, startup, government, telecom**
- Very **strong rolodex of decision-making executives** in British Columbia and western Canada
- Extensive background building and nurturing VAR/partner channels
- Strong **coaching, mentoring, presentation and project-management skills.** Effective at coordinating sales efforts with internal team, channel partners and all levels of customer organization. Respected manager of direct and indirect reports. Customer-focused educator and facilitator
- Deep general **hardware, software, telecom** background with particular expertise in **Internet / Web 2.0**
- Disciplined, passionate, independent, athletic and energetic

PROFESSIONAL ACHIEVEMENTS (abbreviated)

Analytics Marketing Inc, **Managing Director**

Jul. '00 – present

Manage contract business development service **focused on increasing sales** for growing businesses

- Crafted and executed business development strategy for offshore custom software development venture targeting BC top 150 companies that delivered **10:1 ROI**
- In only 9 months, developed comprehensive vendor program for startup in the financing/leasing business. Established **channel of 20+ leading software and website vendors**
- Developed and implemented business development strategy for international event management business using open source **Web 2.0** content management software, SEO and online marketing
- Leveraged extensive network of contacts across Canada to test market wireless service resulting in **350% sales increase during first 4 months**

SUMmedia.com Inc., **Vice President, eBusiness**

Dec. '99 – Jul. '00

Accountable for major account sales and web development division for 200-person online coupon portal

- Designed, implemented and managed low-cost, high-margin product line based on templated websites that **streamlined production pipeline from several months to hours**
- Introduced and managed Incubator Division that **resulted in majority of corporate revenues.** Clients included forSomeoneSpecial.com (\$475K) & Siegesoft Internet Solutions (\$245K)
- Facilitated business development strategy that won 2 major rounds of funding for SUMmedia, **generated a \$3.2M purchase** and prompted hiring from Oracle

Oracle Corporation, **Territory Manager, British Columbia**

Jan. '99 – Dec. '99

Developed British Columbia market for Oracle software products and professional services

- **Conceived and successfully implemented dot.com incubator initiative** focused on startup strategy and technology infrastructure implementation (database, ERP, CRM, BI, applications)
- Improved **executive level** account penetration in **BC top 150**, drove new business through key reseller channels, pioneered new business development initiative focused on startups
- Clients Pacifica Papers (\$1.8M) and SUMmedia (\$3.2M) were **top wins in Western Canada during year**

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Wang Global (Getronics Inc.), **Territory Sales Manager, Western Canada** Oct. '97 – Sep. '98

Provide comprehensive suite of desktop and networking services to government and major commercial accounts

- **rescued neglected key accounts** and **booked \$1M during first six months**
- strengthened **channel partnerships** (Microsoft, Cisco, HP, Oracle, ISM-BC) and created extensive network of subcontracted **service providers** (NT, Internet) within territory

Sprint International, Major **Accounts Manager, Western Canada** Jan. '93 - Jul. '94

Developed market for international telecommunications traffic in western region by promoting service platforms

- **instrumental in generating a 235% growth in sales** to 24 western region **reseller channel** accounts (fonorola, ACC, STN, Sprint Canada).
- **closed five of BC top 20 international companies** and developed close working relationship with upper management of major multinationals.
- **pioneered commercial Internet** in Canada by selling first T1 commercial accounts (INSINC, Cyberstore). Developed Canadian Internet product. Helped client (INSINC) formulate and take to market business plan that **increased share price** and **resulted in lucrative acquisition**.

IBM Canada Inc., **Account Manager, Commercial Major Accounts** Jul. 87 - May '90

Sold telecommunication hardware (PBX) and applications (call center, ACD, call accounting, wiring) to new and installed commercial major accounts

- earned **President's Club award** for exceeding sales quota during each year of eligibility.
- Awarded **Golden Circle award** as top salesperson in country for performance at **220% of \$1.8M quota**.

EDUCATION

Certificate, Internet Marketing, July 1998

University of British Columbia, Vancouver, Canada

Master of Science, Electrical Engineering (Telecommunications), December 1985

Southern Methodist University, Dallas, Texas

Bachelor of Arts, May 1978

University of Western Ontario, London, Canada

LANGUAGES

English is my first language. Fluent in German, Spanish and French

OTHER

- familiar with Miller-Heiman, SPIN, The Forum, Relationship Selling, Strategic Selling sales methodologies
- **award-winning mentor** in Telus New Ventures BC, Vancouver Board of Trade "Leaders of Tomorrow" and UBC Sauder School of Business Executive Mentor program
- serve on **faculty of University of Phoenix** (Burnaby, BC campus) since Feb 01. Instruct MBA, undergraduate adult learners, project management, eBusiness, telecommunications
- triathlon, ultramarathon running, former **National Team Manager**, athletic coach and Canadian record holder. Serve on several volunteer amateur athletic Boards
- International Communications Association (ICA) scholar - SMU
- IBM Golden Circle, **top sales performer** in Canada