

Daniel W. Shannon

Solutions Engineering Professional

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Professional Summary

Over 28 years exceeding professional, personal, and revenue goals in the areas of Sales & Solutions Engineering, Business Development, and Technology Consulting. Expert in effective presentation, communication, demonstration, and facilitation. Focused on enhancing team effectiveness through formal & informal leadership.

Salesforce Certified Distinguished Solution Engineer

- Personal deal contribution of **\$40 million** software contract & services revenue 2015-2022
- Certified Top Talent within Salesforce, Distinguished SE panel
- Enterprise C-Suite sales & relationship motions
- Customer Transformation Strategist and Visionary
- Advanced Administrator & App Builder Certified, "Triple Star Ranger"

Vice President of Sales Engineering

(Solutions Consultant / Sales Consultant / Systems Engineer / Technical Account Manager)

- Multiple years of **100% and 100%+ revenue** target achievement
- Team delivery of approximately **\$70 million** in Software License & Services Revenue, 2009-2014
- Provide strategic and tactical leadership to Cross Organizational teams to ensure effective and efficient technical closure of sales opportunities
- Ensure technical sales teams are fully trained, supported, and knowledgeable to support sales opportunities

Years of hands-on Sales Engineer experience, Leadership and Mentoring

- Confidently, effectively, and dynamically present business & technical value propositions
- Bridge communication between business & IT by building use case based presentations & prototypes
- Perform value based product demonstrations by gathering customer requirements
- Drive and facilitate interactive whiteboard sessions on complex technical details
- Install, integrate, and configure software on prospect sites based on requirements to prove product value, functionality, and architectural fit

Business & Technology Consulting - Solution Design, Development, & Implementation

Experienced member of Andersen Consulting and start-up systems integrators responsible for designing and delivering technical and functional solutions for complex business processes across industries.

Technical Summary

Enterprise Applications

In depth, hands on, and working sales knowledge of software and business processes related to the CRM, MDM, ERP, Data Management, BI, Data Quality & Data Governance markets across industries.

- CRM & CDM Applications: Salesforce.com, MS Dynamics, SAP, Siebel
- SAP ERP (SD, MM), SAP CRM, SAP MDM
- Informatica PowerCenter, Siperian
- IBM DataStage, QualityStage, Information Analyzer, MDM Server
- QlikView, Tableau & Spotfire Analytic Platforms
- Trillium Software System

O/S Platforms	Advanced user of MacOS, IOS, MS Windows Servers, LINUX, & UNIX
Architectures	Solid understanding and hands on experience with Salesforce, Cloud, Big Data, SOA, REST, Web Services, APIs, ETL, EAI, & scripting.
Development Languages	Proficient in APEX, .NET, Java/JavaScript, VB, HTML, XML, SQL, CSS, JSON, scripting, etc Knowledgeable in C++, and other development languages and concepts Previous experience and certification in SAP ABAP/4
Creative Skills	Adobe Creative Cloud Suite, including Photoshop, Illustrator, Figma

Career Highlights

SALESFORCE

April 2015 – Present

SaaS CRM software market leader focused on sales, service, marketing, analytics, and application development.

Personal deal contribution of **\$40 million** software contract & services revenue 2015-2022

Distinguished Solution Engineer, Director Level

- Certified Top Talent within Salesforce, Distinguished SE panel
- Multiple Enterprise C-Suite sales & relationship motions driving multimillion-dollar software & services contracts
- Mentor and uplevel team members across roles to enhance personal skills and drive impact for customers
- Demonstrate product, industry, and domain expertise
- Driving innovation around go-to-market approaches and processes.
- Promoted from Lead SE to Principal SE to Distinguished SE within 5 years

TRILLIUM SOFTWARE (CURRENTLY PRECISELY)

June 2003 – April, 2015

Enterprise Data Quality solution for effective Analytics, Single Customer View, MDM, Data Governance and other data management implementations

Vice President of Sales Engineering, Senior Team Leader, Strategic Advisor, & Mentor

- Team delivered approximately **\$70 million in Software License & Services Revenue**, 2009-2014
- Multiple years of **100% and 100%+ revenue target** achievement
- Build, develop, and manage team of technical sales engineers
 - Grew Global team from 3 to 9 technical sales professionals, supporting 15 sales representatives as well as strategic alliance business development managers
- Ensure Technical Closure and SE processes are in line with corporate strategy and goals
 - Measure metrics and performance of processes and individuals, and adjust as necessary to ensure wins

Strategic Solution Engineering Leader/Adviser

- Solutions have accelerated Trillium's brand and have created new sales **generating 2/3X license & services revenue** per deal
- Create software product deliverables, configurations, and sales & marketing tools related to Trillium's industry solution capabilities
- Recent focus on providing Self Service Data Assurance solutions to the financial Risk & Compliance vertical
- Co-founder "Trillium Labs"; off cycle product team responsible for rapid delivery of technology solutions
 - Efforts have ensured sales deal wins by providing value beyond out of box product
 - Tangibly fill gaps between market demands and current version released software
 - Act as professional services team member, with a focus on the creation of dashboard and analytics deliverables

Senior Solutions Engineer

- Promoted to Director of Sales Engineering and subsequently to Vice President within 4-year time span
- Own technical sales closure of the Trillium Software System data quality platform
- Perform product demonstrations, plan and execute onsite/installed Proof of Concepts, Architecture Presentations, and prototype development
- Developed and coded several demo applications utilizing Trillium's SOA platform which became key selling tools and are actively in use
- Developed in depth knowledge of 3rd party connectors to enterprise applications requiring knowledge of development environment, installation, and configuration; Including but not limited to:
 - CRM, CDM, & ERP: Salesforce.com, SAP, Siebel Apps/UCM, Oracle CDH, Microsoft Dynamics
 - BI & Analytics: QlikView, Tableau, Spotfire
 - MDM: Initiate, DWL, Siperian, TIBCO CIM and other various MDM solutions
 - ETL: DataStage, PowerCenter, SSIS/DTS, AB-INITIO, Oracle ODI
 - ESB: TIBCO BusinessWorks

GROOVE NETWORKS (ACQUIRED BY MICROSOFT)

Feb 2001 – March 2003

Collaboration Software Platform Vendor

Business Development Manager / Technical Account Manager (TAM, SE)

- Developed strategy and plan for identifying, recruiting, and enabling major system integrator alliance partners to act as partner sales channels
- Developed joint value propositions based on the Groove platform and partner solution offerings; Presented to senior level customer executives, resulting in joint revenue and market viability of Groove solutions
- Provide technical platform support to sales teams throughout the sales process, resulting in license and professional services sales

Customer Account Project Manager

- Effectively managed customer implementations of the Groove software platform amidst rapidly evolving platform features. Managed both "out of the box" application implementations and the development of customized solutions
- Identified new areas and opportunities within customer business units to further deploy Groove solutions and services, resulting in entrenched solutions and future revenue streams
- Aided in the development of Groove's software implementation approach, which resulted in lower cost of sale of professional services and increased ability to manage scope of contracted services

GRANITAR, INC.

April 2000 – Jan 2001

Startup Systems Integrator (Content Management)

Business Development / Firm Strategy & Pre Sales

- Assisted in the definition of the firm's market facing services strategy
- Assisted in the assessment and selection of technology partners (eCommerce, Content Management)
- Conducted competitive analysis to determine the firm's position among other leading Internet services firms
- Identified target clients and assembled sales process materials for the firm's Media & Information vertical; Presented research and findings to senior level executives and to members of the firm's Board of Advisers

Project Management / Business Analysis

- Defined clients' "eBusiness Frameworks", which resulted in the definition of clients' enterprise wide eBusiness initiatives; Frameworks were leveraged by various firm teams to define project vision, requirements, and technology solution architecture
- Gathered and managed system requirements throughout project lifecycles, utilizing firm's solution methodology

ACCENTURE (FORMERLY ANDERSEN CONSULTING)

Sept 1995 – April 2000

Management Consulting Firm

Technical / Functional ERP System implementation

Maintained roles and responsibilities in implementing ERP systems across industries including *Resources/Energy, Computers & High Tech, Retail, and Publishing* in the areas of *Sales & Distribution, Materials Management, and Finance*

Team Lead

- Responsible for the successful delivery of various project phases
- Team Lead positions included: Development Team Lead, System Test Team Lead, Data Conversion Team Lead, and Legacy System Replacement Lead

Business Process Design / System Design, Development, and Implementation

- Designed custom business processes and custom ERP modules, transactions, and workflows.
- Worked closely with clients' operational teams to gather requirements and design business processes
- Created technical and functional specs and reviewed with clients to obtain sign-off
- Coded, configured, modified, and tested SAP R/3 systems to achieve required functionality and streamlined business processes

Internal Andersen Consulting Assignments/Research (AC SAP Solution Center, Philadelphia)

- Selected to conduct research focused on integration of SAP R/3 with Intra/Internet using various packaged software, custom applications, and SAP interface architecture (pre-mySAP, Netweaver)

Education**VILLANOVA UNIVERSITY** – Villanova, PA

B.S. (Summa Cum Laude), Mechanical Engineering, 1995

Minor in Business

Additional Training**Formal**

- Miller Heiman Sales Methodology
- Generate & Fulfill Demand (MBA course sponsored by Andersen Consulting)
- Implementing Business Solutions School, Business Analysis and Design School, Business Practices School
- Effective Presentations, Spirit of Facilitation, Effective Communications
- .NET & C++ Programming
- SAP ABAP/4 Programming
- QlikView Boot Camp, Partner Selling
- Tableau Boot Camp

Personal and Career Related

- C#, Active Server Pages, Java & JavaScript, HTML, CSS
- iOS
- Various enterprise application SDKs and scripting languages

Awards & Honors**Awards**

- Salesforce Peak Performers Club, FY'17
- Trillium Software "Call of Duty" Award 2013
- Harte-Hanks Outstanding Achievement Award
Recognizing a dedication to excellence
10 employees out of 5000 are awarded the honor each year
- Dean's Award for Academic Excellence
Villanova College of Engineering

Honors

- Tau Beta Pi Honor Society
National engineering honor society for academic excellence
- Pi Tau Sigma Honor Society
National ME honor society for academic excellence