

# ANDREW VAN RAALTE

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## Professional Summary

Creative, results driven business development professional, building business success by partnering with both internal and external clients. Adept at relationship building, communications, analysis, and strong passion for making a measurable difference. Leveraging a consultative selling approach and a penchant for thorough preparation. Deliver innovative strategy, planning, process optimization and execution.

## Key Skills

- Strategic Consulting
- Internal and External Sales
- Stakeholder Engagement
- Relationship Management
- Business Development
- Analytical Problem Solver
- Creative & Conceptual Thinker
- Coaching
- Marketing Strategy
- C-Level Interactions
- Contracts and Negotiations
- Influencer

## Professional Experience

### Gartner- Conshohocken, PA

*A \$2B+ research and advisory company that provides corporations with independent research and analysis on information technology, supply chain, and digital marketing best practices.*

#### Account Executive

2016-2017

Grew sales by acquiring and retaining clients and identifying new opportunities for current clients. Role required mastery of value added, consultative selling, ongoing forecasting, and account and territory management.

- Consulted with C-Level executives to develop and implement an effective enterprise-wide strategy that maximized the value delivered by Gartner's products and services to help solve their most critical business priorities.
- Increased new customer base 38% within 12 months resulting in \$275,000 in contract value. Recognized by management for the most new customers and sales growth on the team.
- Mentored and coached teammates in the areas of proposal development, strategic communications, and presentations by incorporating best practices.
- Led strategy sessions with internal business partners on how to drive Gartner's consulting, events, and digital marketing products, resulting in an additional \$425,000 (67% of team's attainment) in sales.
- Recipient of the Winner's Circle Award (2016) for being in the top 10% of overall sales for new hires; achieved over 220% of quota.

### International Business Machines (IBM)- Harrisburg, PA

*A worldwide maker and provider of information technology products (software and hardware) and business consulting services.*

#### Client Representative, Commonwealth of Pennsylvania

2014-2016

Marketed and sold IBM products and services, including Cloud, Analytics, Mobile, Social, Security and Watson, to public sector clients by leveraging technology and consultative sales strategy to identify and solve client problems.

- Established relationships with C-level executives, IT leaders, and business leaders within multiple agencies and bureaus.
- Worked with product development team to leverage product extension opportunity providing entry into new markets.
- Received both the 100% Club Award and Manager's Choice Award for top new contributors for exceeding quota by 6% (\$6MM) in first year.
- Measurably enhanced consultative sales expertise by sharing insights that built and promoted the IBM brand.
- Recruited into IBM's exclusive Summit Training Program which accepts only top 1% from 13,000+ applicants. Graduated with Honors.

**SHI INTERNATIONAL CORP. (SHI)**

2005-2012

*A \$7.5B global value-added-reseller of information technology products and services.*

**IT Asset Management (ITAM) Business Development Manager- Somerset, NJ**

2011-2012

Created ITAM sales and marketing strategy and sold SHI's new ITAM offerings.

- Selected by senior management to join new product team to develop this high priority offering (ITAM).
- Educated SHI's salesforce in products and services to grow performance outcomes.
- Improved service delivery, credibility and quality through streamlining operational processes, resulting in 100% increase of customer engagements and \$2MM+ software sales.
- Coordinated with multiple functions including technical experts, quality assurance, operations, and sales resulting in strong product confidence and acceptance.
- Recommended pricing strategies based upon customer segmentation and customer lifetime value.

**Microsoft Business Development Manager and Licensing Executive- Chicago, IL**

2009-2011

Consulted with 30 account executives, using subject matter expertise (SME) in Microsoft Licensing, to develop Microsoft proposals that communicated SHI's value proposition.

- Created national marketing campaign producing 50+ events across USA which resulted in SHI's designation by Microsoft as fastest Enterprise Software Advisor in the mid-market segment; the sales campaign was adopted by Microsoft as a core sales strategy for all resellers nationwide.
- Assisted in the development of SHI's Microsoft Agreement Optimization Plan. Increased Enterprise Agreement customer retention, acquisition, and overall renewal rates.
- Partnered with account executives to close major Enterprise Agreement licensing deals, resulting in SHI's becoming #2 Microsoft Large Account Reseller by revenue.
- Enhanced the knowledge of account executives by developing and implementing company-wide training and webinars about updates in products, programs, and SHI positioning.
- Recognized twice as SHI Licensing Executive of the Year and contributed toward firm's designation as Microsoft's Central Region Partner of the Year.

**Outside Sales Account Executive- Chicago, IL**

2008-2009

Acquired new business in the Chicago region and grew customer base.

- First sales representative hired to establish a presence for SHI among medium and large business accounts in the Chicago market.
- Prospected and persuaded top-level decision makers to switch their IT procurement to SHI Corp.
- Developed a profitable territory from scratch which resulted in being the highest performing Sales Representative in the Chicago Office; achieved over 250% of quota and received the President's Club Award.
- Retained customer base and developed strong customer loyalty through excellent customer service.

## Education

**RUTGERS BUSINESS SCHOOL- Newark, NJ**

Master of Business Administration, Marketing

- Awards: Beta Gamma Sigma (Honors); Marketing MBA Achievement
- Leadership Award Scholarship

**LAFAYETTE COLLEGE- Easton, PA**

Bachelor of Arts, Government & Law, Philosophy

## Certifications

- National Futures Association (NFA) Series 3 National Commodities, Futures, and Forex License
- Microsoft Certified Professional, Volume Licensing for SMB (70-671)
- Microsoft Certified Professional, Volume Licensing for Large Organizations (70-672)
- Microsoft Certified Professional, Software Asset Management (70-673)
- (PCSAM) Practitioners Certificate in Assessing Software Asset Management Processes