

MARY ANN COLLINS
1000 Success Lane
Anaheim, CA 92801
(714) 553-4587
MaryAnnCollins@msn.com

BUSINESS DEVELOPMENT/STRATEGIC PLANNING

Marketing/Sales Technology Application
Analysis Negotiations Leadership Organization
Special Projects Public Relations Research Training & Development

ACCOMPLISHMENTS AND RESULTS

- Consulted with and prepared a business model for a commercial client for the resale of Internet and innovative communications solutions...Result: allowed First Mover Advantage in competitive environment for the retention of quality clients
- Strengthened a Fortune 500 client relationship through the synthesis of what an emerging technology could mean to the firm's business strategy...Result: closure of a \$500 million account over a five-year span
- Originated the idea of providing quarterly business plans for the sales teams demonstrating performance metrics, strategy, and tactical measures...Result: improved sales overlay support productivity to 100% across the board
- Guest speaker at over ten company and partner sponsored roadshows to enlighten clients and prospects about current, emerging, and future technologies as they relate to business solutions in a one year period...Result: a 50% increase in data product sales in one year
- Created, developed, and implemented direct sales training program...Result: converted the firm from the number three spot in their national market
- Organized an indirect sales channel consisting of systems integrators and value added resellers...Result; first month sales started at \$100,000 with the year-end yielding \$12 million
- Mentored and trained direct sales and sale support personnel on how to sell data applications in the Fortune 1000 market...Result: the sales region far exceeded its 100% goal for the year
- Developed and created new systems level product targeted at the SOHO or retail branch market...Result: sold 1,500 units to a European carrier in the amount of \$3.45 million for a pilot rollout
- Improved a dot-com client's customer service call center environment to address customer dissatisfaction...Result: enabled client base growth of 10% per month while securing a \$2.4 million contract
- Assessed, planned, and developed a converged voice and data solution for a client...Result: saved the client \$30,000 per month costs allowing dollars for network upgrades
- Designed and provided an innovative hardware solution to replace existing legacy network and current hardware vendor...Result: saved the client 66% in hardware costs

AFFILIATIONS

Sprint Business Solutions, Converged Solutions Manager
Spring Global Markets Group, Emerging Technology Engineer
Verizon Enterprise Solutions, Senior Strategic Accounts Manager
Mariner Networks, Inc., Director of Sales, Broadband Network Products
Sprint, Regional Data Sales Manager
Sprint, Senior Network Engineer
TRW Credit Data ISD, Software Analyst, Data Communications

EDUCATION

MBA, Marketing, Kaplan University School of Business and Management
B.S., Computer Science/Mathematics, California State University, Fullerton