

MARY ANN COLLINS
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SOLUTIONS CONSULTING / BUSINESS MANAGEMENT

Solutions Consulting...Technology Application...Business Development...Organization & Management...Marketing & Sales...Business Management...Leadership...Negotiations...Special Projects...Public Relations & Speaking...Research...Analysis...Training & Development...Organizational Development...Product Management...Market Development...Strategic Planning

Twenty-plus years in the professional corporate world with twenty-three years serving Fortune 100, 500, and 1000 firms in business areas of data, wireless, and telecommunications solutions. Competencies include working in a wide variety of vendor and customer environments with networking discipline in software/hardware analysis/engineering, problem solving, pre-sales consultative activities, organization and development, marketing, product management, project management, solution sales, and sales management. **B.S.; MBA.**

PROFESSIONAL EXPERIENCE

SPRINT CORPORATION

2000 - 2004

Converged Solutions Manager
Costa Mesa & Gardena, CA

2003 – 2004

Responsible for the sales/revenue growth and maintenance of the Orange and Los Angeles Counties Enterprise market (Fortune 1000). Worked with the Branch Directors and sales teams for the strategic alignment in support of planning and implementing their business plans to fruition. Carried a sales quota of \$4.5 million per year.

- 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 \$50 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.
- Mentored and trained direct sales and sales support personnel on how to sell data solutions in the Fortune 1000 market...Result: the sales region far exceeded its 100% goal for the year.
- Assessed, planned, and developed a converged voice and data solution for a client...Result: saved the client \$30,000 per month in costs allowing dollars for network upgrades.
- Created marketing and technology solution for automotive industry...Result: improved sales productivity for dealer market and saved over \$1 million per year in operations costs for the automotive client.

Emerging Technology Manager
Costa Mesa, CA

2000 - 2003

West Area responsibility to support the Applications Engineering and Data Sales Manager communities in the awareness of future product solutions and emerging technologies. Worked as liaison between field sales and support, and product management/development and marketing. **CCNA.**

- 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.

VERIZON COMMUNICATIONS

1999 – 2000

Senior Strategic Accounts Manager
Irvine, CA

1999 – 2000

Regional responsibility to develop data and IP business within Southern California, Nevada, and Arizona. Focused on multi-million dollar contracts for revenue generating purposes. Carried a sales quota of \$5.0 million per year.

- 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.
- Designed and provided an innovative hardware solution to replace existing legacy network and current hardware vendor...Result: saved the client 66% in hardware costs.

MARINER NETWORKS, INC.
Subsidiary of Odetics, Inc.

1996 – 1999

Director of Global Sales
Anaheim, CA

1996 – 1999

Global responsibility to manage domestic manufacturer's reps, international distributors, systems integrators, and value added resellers (VARs) in the promotion and sales of broadband products (board level and systems level). Carried an annual sales quota of \$10.0 million.

- Organized and directed an indirect sales channel consisting of systems integrators and value added resellers (VARs)...Result: first month sales started at \$100,000 with the year-end yielding \$12 million.
- Developed and created new systems level product targeted at 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.

SPRINT CORPORATION

1988 – 1996

Regional Data Sales Manager
Costa Mesa, CA

1994 – 1996

Managed and developed business data opportunities/solutions with the Account Executives for the Southern Pacific Region.

- Created, developed, and implemented direct sales training program...Result: converted the firm from the number three spot to the number one spot in its Tier One national market.

- Obtained 1995 Ambassador's Club Membership (President's Club)...Result: happy internal and external customers.

Senior Network Engineer
Costa Mesa, CA

1988 – 1994

Developed, designed, and supported client voice and data network solutions. Collaborated in a team approach with the Account Executive, Branch Manager, and ancillary support organizations in support of the ultimate customer experience.

EDUCATION

MBA, Marketing, Kaplan University School of Business and Management, 1999

B.S., Computer Science & Mathematics, California State University, Fullerton, 1987