

MICHAEL MURAD

5902 London Ct | Dallas, Texas 75252
972.333-7115 | mmurad01@gmail.com

OVERVIEW

Sales Executive

A nationally recognized sales professional with over 30 years of successful sales management. Seeking a position that will benefit from my Sales experience, positive interaction skills and industry contacts with my 30 years of experience.

WORK EXPERIENCE

COMMUNICATION TECHNOLOGY SERVICES 2023-PRESENT

DIRECTOR OF SALES

NOUVEAU CONSTRUCTION AND TECHNOLOGY 2020-2023

DIRECTOR OF SALES

Brought on to build and develop a DAS team to help Nouveau become a full turnkey DAS integrator. Responsibilities included direct sales, rebranding the technology division, Hire and train a technology sales team. Certified to sell and install all Major DAS solutions, Corning, ADFR, SOLiD, JMA, Zinwave, CommScope.

ZINWAVE LLC

2017-2020

DIRECTOR OF SALES

Responsible for sales throughout the Southeast region. Maintained a sales quota of 3.5 mil in revenue. Built relationships with enterprise customers as well as channel partners, distributors, and all carriers. Consistently overachieved quota year over year. Trained partners to sell and install all the Zinwave solutions. Was instrumental in certifying several partners throughout the Southwest. Build key relationships with all carriers to successfully receive contracts for many of my customers. Was responsible for taking customers from the first meeting to closeout.

Connectivity Wireless - Dallas Texas

2011-2017

Director of Sales Enterprise/Carrier (2013- 2017)

Responsible for developing and sustaining new sales channels in support of corporate revenue goals. This includes contacting and establishing relationships, as well as formal programs, with key Carriers, distributors, OEM's, Consultants, Contractors and other sales channels. Expedited profitable management of assigned accounts. Interfaced with Marketing and other departments to assure the goals and objectives of the channel program are aligned with the company's overall goals and objectives. Salesperson of the year 2016

- Increased sales territory to include 4 more states, all carrier sales in the Central region, and revenues over 6 million dollars.
- Increased Carrier relationships in several markets that we had no presence
- Negotiated contracts more than 6 million dollars.
- Successfully completed PMP certified training
- Continue to build relations with all OEM Manufactures
- Partnered with Neutral Host companies to provide DAS solutions to several large venues with revenues exceeding 8 million dollars.

Regional Sales Manager Enterprise (Jan 2011- 2013)

Improved the growth of the DAS industry in the South-Central Region. This included the management of 7 states and the production of revenues over 3 million dollars a year.

- First manager to have sales with every distributor in the region.
- Awarded RSM of the year in the first year of sales
- Negotiated several large DAS venues including 4 large hospitals and 3 projects with the Chickasaw Nation Tribe
- Sold 4 Large hospitals in the Louisiana area through a cold call.

Walsh Wireless - San Ramon, California**2008 - 2010***South Regional Channel Manager*

Managed the relationship with Sprint and champion the company's wireless phone add-on applications (i.e.: vehicle tracking, dedicated customer service, web portal solutions) to Indirect Channel Managers throughout Texas, Louisiana, and Oklahoma.

- Ranked as one of the top three business partners for Sprint
- Ranked first on the west coast for the Sprint partner program
- Selected to manage the start-up southeast region (Florida, Georgia, Arkansas, Mississippi) in 2009 while the company sourced permanent sales leadership.
- Grew the Activant Solutions account by increasing activations from 50 to 700 within a year
- Secured a Dedicated Customer Service agreement to manage all 5,000 of Air Liquide's wireless accounts.
- Negotiated a 2-hour response Service Level Agreement.
- Assisted the Sprint sales force to capture large enterprise and public sector accounts with in-person presentations around Walsh's proprietary applications and services.

Sprint - Dallas, Texas**1996 - 2008***Indirect Channel Manager – Business Solutions Partners (2004 - 2008)*

Supported Sprint's relationship with over two dozen specialty suppliers offering wireless applications and products as GPS, embedded wireless, RFID and inventory tracking solutions. Ensured vendor compliance with Sprint rules and regulations as well as federal statutory stipulations.

- Surpassed the monthly 800 unit activations consistently by an average of 150%.
- Signed seven new channel partners in 2005.
- Acted as a key player in the internal evaluation of channel partner effectiveness which reduced the overall number of partners by 50% – to a total of 35.
- Maintained product and equipment documentation and updates, recommended commission schedules and acted as the liaison between the vendors and the Sprint sales force.
- Commended by management for regularly meeting very stringent Management by Objective goals.

Business Sales Manager (2000 - 2004)

Directed the activities of a seven-person sales team offering primarily wireless services to medium-to-large accounts throughout the DFW Metroplex. Coached the team in account identification strategies, presentation techniques, sales methodologies and product knowledge.

- Named Top Business Manager in the nation in 2001 out of 150 contenders. Pinnacle Winner's Club in 2000 and 2001.
- Produced 212% of a 500-activation quota in 2000 and 137% in 2001; named to the President's Club in all years. Captured Trammel Crow, recognized as one of the largest single contracts in Dallas, in 2002

Indirect Channel Manager- Radio Shack (1998 - 2000)

Spearheaded the launch of Sprint's "Store within a Store" in 150 Radio Shack locations in northern Texas and portions of southern Oklahoma. Lead five regional representatives during the program's launch and supervised their stewardship of retail operations.

- Produced 125% of quota throughout the two-year period.
- Implemented numerous training programs in sales methodology and product knowledge.
- Trained the regional representatives on interviewing, evaluating and training their sales force.
- Liaison with the Tandy Center in Fort Worth for status reports and issue resolution.

Regional Retail Sales Manager (1996 - 1998)

Led recruiting efforts to guide start-up operations for five stores within an 18-month period. Recruited Store Managers, Assistant Manager and an average of eight salespeople per store. Trained in product knowledge, sales methodology, operations and inventory management.

- Consistently produced 200-to-300% of monthly 500-unit store quotas.