

Aaron Meyer

Sales Engineer

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Summary

Seasoned IT professional with a strong sales orientation, specializing in solution architecture and deployment. Skilled in strategic proposal analysis and decision-making to drive sales growth. Demonstrates exceptional communication and negotiation skills, adept at guiding projects through the development lifecycle to meet customer needs and achieve sales targets.

Work experience

Ahead, Inc. **Oct. 2020 - Jan. 2024**

Client Solutions Architect

- Led IT/digital solution designs for enterprises, boosting offerings through strategic partner ecosystems to align with client goals and best practices.
- Crafted architecture diagrams integrating partner technologies, enhancing co-selling opportunities and showcasing combined value to clients.
- Recommended optimal hardware, software, and cloud services by leveraging partner insights, strengthening sales and meeting precise customer needs.
- Key team member in driving 38% YoY growth through effective partner co-selling, expanding market reach and solution competitiveness.

Arrow Electronics **Nov. 2018 - Oct. 2020**

Pre-Sales Specialist

- Designed Dell and Nutanix-based IT solutions, tailored to client needs and budgets, enhancing customer engagement and partnership value.
- Acted as a key liaison, strengthening relationships between internal teams, Dell, Nutanix, and customers to streamline solution delivery.
- Leveraged in-depth knowledge of Dell and Nutanix products to showcase features to customers, addressing technical concerns to close sales effectively.

Black Widow Exterminators **May 2016 - Nov. 2018**

Sales & Marketing Manager

- Conducted comprehensive competitive analyses to revamp sales and marketing strategies, aligning with market trends and customer preferences for optimal positioning.
- Engineered and implemented a transformative sales strategy, resulting in a remarkable 47% increase in sales through targeted customer engagement and product positioning.
- Spearheaded sales promotions and innovative marketing campaigns across major social media platforms, significantly enhancing brand visibility and market penetration.

Education

Colorado State University **Aug. 2012 - May 2016**

BA - Political Science/Sociology

- 3.6/3.8 GPA

Skills

Technical Expertise

Dell, Cisco, VMware, Nutanix, HPE, AWS, Azure

Platforms

Windows, MacOS, Linux

Architecture Design

Compute, Storage, Networking, Virtualization, Data Protection, Cloud

Software

Salesforce, Microsoft 365, OneDrive, SharePoint, VMware ESXi