

# JERRY C. WINKEL

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## BUSINESS DEVELOPMENT / PARTNER MANAGEMENT PROFESSIONAL

**Proven revenue generator while using limited resources.** Dynamic technical professional with over 20 years of experience and a track record of innovation. Demonstrated expertise in product management, marketing, sales, and operations. **Skilled negotiator and deal driver.** Proven ability in developing creative solutions in a matrix organization. **Unique experience protecting intellectual property.** A diligent leader with technical, business, and financial sense.

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Program Management • Partnering and Alliances • Product Launches • Partner Management  
Channel Management • Channel Communications • Marketing  
Patenting • Contracts • Negotiation • Pricing  
Account Management • New Business Development • Program Development

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## PROFESSIONAL EXPERIENCE

### LANDesk Software, South Jordan UT. 2009 – Present

LANDesk is a leading provider of systems and security management.

#### ***Director of Business Development, 2013 – Current***

- Development of new services offerings that strengthen customer retention and drive corporate profitability
- Creation of new managed services business
- Market professional services offerings

#### ***Senior Sales and Channel Enablement Manager, Sales Operations, 2013***

- Architected and built [sellinglandesk.com](http://sellinglandesk.com), channel enablement portal
- Responsible for all worldwide channel communications and training
- Developed channel programs focusing on new account acquisition and solution selling

#### ***Senior Program Manager, Strategic Alliances, 2010 – 2013***

- Developed and executed alliance marketing plan with Hewlett-Packard
- **Managed global alliance (Hewlett-Packard)**
- Developing Cloud Offerings in Service Desk, PC Lifecycle Management and Security
- Member of strategic alliances team working with international business process outsourcers
- Managed MSP business (Wipro, Cognizant, En Pointe, Allied Digital, Insight, Hitachi)
- Partner management: recruiting, business planning, onboarding and sales forecasting

#### ***Sales Engineer, 2009 – 2010***

- Solution selling of the following ITIL disciplines: Systems Lifecycle Management, Security Management, Asset Management, Service Desk and Process Management.
- Lead generation through channel marketing, partner enablement, relationship building and online media.
- Presenting at conferences and events.

#### ***Senior Product Manager, DirectPointe Inc. Lindon UT. 2008 – 2008***

Directpointe is an international provider of Managed IT Services.

- **Reported to the CEO as a member of the executive management team.** Charged with managing all products and setting the strategic direction of the company's product offerings.

- Launched company's first Software as a Service (SaaS) solution.
- Ushered in a new discipline in financial modeling: Return on Investment (ROI), pricing models, bids, budgeting, pricing calculators, forecasting and vendor comparisons.

**Senior Program Manager, Novell Inc., Provo, UT. 2006 - 2008**

- **Pioneered and built Novell's IT Services business to over \$15M under contract in less than 3 years** with profit margins 10% above industry standards. Responsibilities included: development of service offerings, program direction, financial models, partner contracts, partner relations, pricing, marketing and divestitures.
- Expanded product portfolio by developing SaaS solutions: evaluating hosting providers, data centers and hardware. Solutions include: messaging, archiving, security, compliance and auditing.
- **Six year member of the Novell Inventions Committee.** Responsibilities included: reviewed over 1,000 invention disclosures, working with technology groups to find patentable inventions, resolving disputes over intellectual property, advising management on technology related issues and determining which inventions should be protected or exploited.
- Improved responsiveness and reduced expenses by transitioned operations to Mumbai, India (15 engineers).
- Resolved customer needs by partnering with a Tier 1 provider in creating a Message Archiving SaaS solution which complied with HIPAA, Sarbanes-Oxley and extensive security requirements.

**Business Development Manager Novell Inc., Provo, UT. 2004 – 2006**

- **Successfully negotiated and closed multi-year contracts in healthcare, manufacturing, finance and government sectors.**
- Managed all IT Services sales both domestic and international (six regions). Responsibilities included: commission planning, revenue projections, pipeline management, lead generation, contracting and negotiations.
- Reduced proposal response time by creating pricing calculators and customer evaluation tools.
- Successfully transitioned IT operations of 120 servers, providing services to over 10,000 users, to new delivery team.
- Managed sales for 6 regions, encompassing North America, Australia and Asia, with 7 sales representatives.
- **Gained strategic advantage over competition** by focusing on "Win-Win" proposals. Identified what was really valuable to the customer and delivered via an integrated solution of products, consulting and managed services.
- Strengthened company position with favorable contracts and negotiations which include: offers, sales agreements, service descriptions, statements of work, and cooperation agreements.
- Pitched and closed a \$12M integrated services deal with a leading health care provider.

**Product Manager, Novell Inc. Provo UT. 2001 – 2004**

- Built a cross functional team for delivering extremely high uptime SLA's (99.989%). **Delivered uptime requirements 97.7% higher than industry standard.**
- Exceeded revenue projections 3 straight years.
- Managed all aspects of product roadmap and SDLC including: market identification, product definition, development, release and end-of-life (EOL).
- **Architected a cross platform, multi-site, enterprise solution** for monitoring: servers, applications and network hardware.
- Evangelized products to large audiences (250+). BrainShare conference presenter from 1998-2004.
- Pioneer in leveraged hard data in prioritizing new features and defects for engineering.
- Successfully shipped products to EU countries through adherence to security regulations, GNU code requirements and federal export compliance.
- Reduced cost of sales by developed effective training plans and demo systems for sales representatives and engineers.
- Built solutions by combining Novell products with services from tier 1 data center providers.
- System architect with duties including: creation of test plans, release schedules, builds and launch plans.

**Worldwide Services Engineer, Novell Inc. Provo, UT. 1994 – 2001**

- Reduced critical situations by over 75%. Managed all critical support issues for international and domestic support centers. Performed management briefings on a bi-weekly basis.
- **Personally exceeded entire team's revenue goals in 1999.**
- Served as a product planning manager for new releases. Developing support and training plans.
- **Organized trainings for over 1,000 engineers.** Trainings available live online or download.
- Reduced the cost of created training videos and CBT's by 20%.
- Advisor to Novell Support Connection which receives over 1,000,000 web hits per day.

**Product Manager and Architect, Mediworks, Lindon, UT. 1997-1999**

Mediworks was the private venture building patient medical record solutions.

- Architected a clinical workflow solution for real time gathering of exam data
- Managed a development team in building a database driven, touch screen data collection system which tied together pharmaceutical, billing, patient demographics, exam templates and exam results
- Built a system that reduced errors, increased reimbursement, reducing transcription, improving patient care and automating reporting.

**Applications Consultant, SoftSolutions Inc. Orem, UT. 1993 – 1994**

SoftSolutions was the leading provider of enterprise class document management solutions.

- Trained the White House Communications Agency.
- Resolved critical issues for five of the ten largest law firms in the world.

**EDUCATION**

**Bachelor of Science, in Economics** and minor in Business Management, Brigham Young University, Provo, Utah

**ITIL Certified, Version 3 Foundation**

**Master Certified Novell Engineer (MCNE)**

**SPECIALIZED BUSINESS TRAINING:** Business Finance, Influencing Skills, Managing Within the Law, Karrass-Effective Negotiating, Kepner Tregoe-Problem Solving and Decision Making, Signature Service, Valkyrie-Strategy The Art of Winning (Advanced Sales Training)

**TECHNICAL SKILLS:** Asset Management, Black Hat Hackers, Directory Services, Document Management, HTML, Imaging, LANDesk Management, LANDesk Security Suites, LANDesk Service Desk, LAN Trace Analysis, Messaging and Collaboration, Microsoft Project, Microsoft Visio, Networking, Salesforce, Server Management, System Monitoring, Workflow

**AWARDS & RECOGNITION**

- Winner "Brainshare Speaker of the Year 2002." BrainShare is Novell's premier conference with over 350 speakers and 8,000 attendees.
- Inventor, US Patent US6151709, "Processes and Apparatuses for Uploading Instructions to a Computer", provides significant leverage over Novell competitors.
- Employee of the Year 2005 for maintaining high uptime standards and increasing services revenue.
- Winner of Sales Award "Services Deal of the Year 2006" for closing a \$12M services contract.
- Inventor, US Patent US7529940, "Securing Selected Data within a Message".
- Inventor, US Patent US7738127, "Remote Printing Warning".