

FORREST LITKE

Walnut Creek, CA 94598

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BUSINESS CHANNEL EXECUTIVE

SMB | ENTERPRISE | DIRECT END USER

Successful sales executive with exceptional ability to communicate the solution's value proposition to all customer segments; understand and articulate clients' business needs; and negotiate complex, high-value contracts. Proven results in training and development; building and maintaining relationships at all organizational levels; and identifying opportunities to increase market share, improve delivery, and enhance client satisfaction. Aggressive and passionate client and brand advocate. Excels at enabling resellers to identify and close opportunities without vendor assistance.

"The resume only provides the tangibles that Forrest brings to the table. It's the intangibles that set Forrest apart. His dedication is unquestionable, but what is most important is that Forrest takes ownership of issues and works non-stop for resolution."

— Gary Thorn, Channel Enablement - Storage Program Manager, IBM

CORE COMPETENCIES

New Business Development ~ Account Management ~ Customer Acquisition & Retention ~ Channel Development ~ Competitive Analysis ~ Lead Generation ~ Prospecting ~ Product Launch ~ Sales Forecasting ~ Territory Development ~ Vendor Relations ~ Data Security ~ Training & Development ~ Certifications Testing & Delivery

PROFESSIONAL BACKGROUND

IBM CORPORATION, Armonk, NY, 1998 to 2009

One of the world's largest providers of information technology systems and services.

AMERICA'S BUSINESS PARTNER TAPE ADVOCATE, 2002 to 2009

Recruited into newly established role to oversee promotion and support of IBM's tape products portfolio to North and South American business partner community.

- Recipient of 2004, 2005 and 2006 Storage Brand Tape Study Tour and Award, recognizing top worldwide sales leaders; only 15 winners were selected to attend events in Japan and Europe.
- Reduced customer satisfaction issues and related support expenses to nearly zero by driving a redesign of the authorized reseller programs.
- Grew tape-related revenue sold through IBM channels by 30% YTY from 2004 through 2007, primarily by educating and building strong relationships with IBM resellers.
- Improved product awareness in the channels segment by becoming an instructor with IBM's premiere worldwide education forum, "TopGun," delivering training in the U.S., Canada, Brazil, Argentina, Colombia, Venezuela, Chile, and Mexico.

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- Launched new "virtual tape" products in 2007 and industry first tape-level encryption technology in 2006. As Storage Sales Academy and TopGun Instructor, delivered Tape and Encryption sales and marketing education to IBM sellers and business partners throughout North and South America, contributing to 24% YTY revenue growth.
- Joined Server Technology TopGun education team in 2005 as an Instructor for Tape Products, training small/medium and enterprise business partners using competitive product positioning, value-add information, and large account penetration techniques; revenue consequently grew 26% YTY.
- Became Storage Certifications Subject Matter Expert in 2004, creating and developing storage and tape-related certification examinations for IBM's sales community; revenue increased 23% YTY.
- Created the role of VTS Authorization Program manager in 2003 to assess new applicant. Revenue grew 28% YTY.

STORAGE CHANNELS SPECIALIST, 2001 to 2002

Provided sales support all Storage Systems Group products to assigned clients. Responsible for product training, pricing, and program support for IBM resellers; maintained operational link between the storage brand and Tier-One clients. Finished at 110% of plan in 2001.

SAN SALES SPECIALIST, 2000 to 2001

Exceeded sales goals by significant margin and was instrumental in developing and delivering a complex project that established the Total Storage Solution Center (TSSC) network, which became the foundation of today's Business Partner Innovation Center program.

ADSM SOLUTIONS & SAN SPECIALIST, 1999 to 2000

Founding member of the IBM SAN sales team, responsible for all end user and business partner sales activities for ADSM and SAN related solutions.

ADSM SALES SPECIALIST (AKA TIVOLI STORAGE MANAGER), 1998 to 2000

Marketed ADSM directly to users; established reseller network in the NW; attained 138% of plan.

ADDITIONAL EXPERIENCE

Regional Manager, Northwest Region, Advanced Digital Information Corp. (ADIC) Redmond, WA

Regional Account Manager, Channel Sales, Seagate Corporation, Naperville, IL

Area Manager, Vitek Systems Distribution, Carlsbad, CA

Regional Sales Manager, Micro D / Ingram Micro, Santa Ana, CA

District Sales Manager, Roland Corporation, Los Angeles, CA

TRAINING

IBM Virtual Tape Servers Concepts, 2002 – 2008 IBM Encryption Data De-duplication, 2005 – 2008

IBM pSeries Sales Certified / IBM Storage Sales Certified