

# Cynthia K. Lewis

Baltimore, MD 21048 [cmlewis713@gmail.com](mailto:cmlewis713@gmail.com)

Phone: 570.390.9439

---

## PROFESSIONAL RESUME

For the last 13 years, I have strategically consulted technology to the likes of World Bank, Museum of Fine Arts Houston, Smithsonian and the DoD. Currently, I sell AI to the Government, Commercial and Not for Profit sectors. As the sales director, I mentor and manage newly hired sales and marketing team members, encouraging maximum performance and dedication, and collaboratively manage the development and execution of the sales and services globally.

### Skills & Expertise

Channel Sales	Enterprise/ Strategic Sales
New Business Opportunities	Salesforce
Cyber Security	Management
Strategic Planning	RFP Procurement Process
CRM Expertise	Machine Learning
Content Marketing	Optimization Technology
SaaS	Enterprise Software

### Professional Experience

#### **Dexibit, Global - Sales Director**

July 2019 - Present

At Dexibit, I am an Enterprise sales executive focused on selling SaaS AI solutions to enterprise organizations in the Government, and Commercial attractions, travel, and entertainment sectors. I hunt for new business, provide product demonstrations, execute proposals, build relationships with key procurement individuals and execute proposals. I work closely with internal teams by collaborating with marketing and product managers to develop go to market strategy.

#### **ACME Technologies, South Atlantic - Regional Sales Director, SaaS**

June 2016 - June 2019

Work directly with the CEO to lead the sales, marketing, and business operations of the company. Manage the entire sales cycle from finding a client to securing a deal. Collaborate with senior executives to establish and execute a sales goal for the region. Present products to prospective clients and remain in frequent contact with the clients in your responsibility to understand their needs. Proactively develop and expand the client base in 23 states including the Mid Atlantic, South Atlantic, MidWest and SouthWest US, becoming and maintaining the top-performing region, company-wide. Forecasting annual, quarterly and monthly sales goals in DOD, DOA & DOE, Not for Profit & Commercial accounts. Collaborate with Marketing and Product Management with strategic messaging and branding of ACME. Mentor and manage inside the business development team to ensure they are maximizing leads and nurturing leads to successful meetings. Responsible for developing and executing ACME's product marketing strategy including developing the vision and mission for the company. Exceeded \$850K sales target at 112% to plan 2018

# Cynthia Lewis (Cont.)

Baltimore, MD 21048 [cmlewis713@gmail.com](mailto:cmlewis713@gmail.com)

Phone: 570.390.9439

---

**Riverbed Technology, Mid Atlantic & New York Metro - Enterprise Sales Manager** Feb 2014 - June 2016

Sell Hybrid WAN, SD-WA, NPM and APM software, hardware and SaaS to top Fortune 500 Global accounts in the New York Metro and Mid-Atlantic regions. Expand Install Bases' investment in Riverbed by hunting for new business and expanding existing install base, while achieving over 120% to plan in sales. Work intimately with Channel Alliance Partners to identify and close Partner Driven deals, collaborate with marketing, support, sales management, product management, and account management to facilitate repeatable business development.

**GTSI -Channel Sales Manager - Federal Public Sector, DOD, DOA, DHH, DOJ, DOT, DOE** March 2009 – 2014

Managed strategic growth cloud technology partners, Citrix, VMware, and CA by evaluating, educating, training and advising products and services for Executives, SalesForce, Delivery, Project Managers, operations and engineers. Hunt and set appointments with C level contacts within Federal Public Sector and Medical organizations in the Mid Atlantic region. Sold and up-sold technology products and services. Managed, constructed and implemented contracts and project management for government scope of work. Responsible for selling and exceeding over \$20 Million in sales per year. Developed business plans, respond to RFP's and presented them to upper management. Managed pipeline and leveraged government contract to maximize footprint for a 40 person sales team consisting of 4 VP of sales.

**Allen's Systems Group - Key Account Manager, DOD, VA**

April 2006 – 2009

Hunted for new sales and opportunities in the Mid Atlantic by contacting and setting appointments with C – level executives including CEO, CFO, CTO, and COO as well as supporting key decision-makers. Nurtured and grew relationships within assisting account base by selling and up- selling Enterprise Systems Software offerings consisting of 250 strategic and point software solutions built off the ITIL framework. Focused on CMDB, Asset Management, Identity Management, Content Management, Performance Management, Metadata Management & Operations Management.

**Education** - University of Washington, 1998- 2003

**Additional Certifications** - ITILv4, PMP Certification, MEDDIC , Six Sigma, SCRUM

**Accomplishments** - Chairman's Club 2004, 2005, 2006 , Top Sales Representative 2005, 2006, 2009, 2010 - VMware Market Maker Award, Citrix Gold Partner of the Year, Citrix Advisor Award, 2015 - 125% to Plan, 2016 - 148% to Plan, 2017 - 120% to Plan, 2017 - 112% to plan, 2018 - 127% to plan.