

David Coe

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Sales Engineer Pre-Sales Engineer ~ Technologist

I am a highly motivated and innovative professional with over 16 years of experience in the technology and marketing sector. My experience includes a comprehensive blend of cross-industry knowledge, including technology consultative sales & support and software development. An action-oriented professional who possesses a strong entrepreneurial mind set, has excellent leadership, communication, presentation and problem-solving skills.

AREAS OF EXPERTISE

- Pre/Post Sales Support
- Solutions & Consultative Sales
- Trusted Advisor
- Excellent Customer Presentation skills
- Initiative and Committed
- Team Leadership & Training
- Remote Installation and Support
- Implementation and Design

PROFESSIONAL EXPERIENCE

Applause

1/2016 – Present

Senior Sales Architect – West

- Work with sales teams during initial pitch and presentation calls to educate customers on our service and model and bring personal and Applause experience to increase the credibility of our offering
- Work closely with prospects to review testing requirements and help develop proposals and pricing to meet their needs utilizing our services
- Provide research of coverage in our community for testers, environments and devices to evaluate risk
- Provide pricing support for both standard and custom deals
- Perform product demonstrations for prospects, customers and partners
- Work with product team regarding enhancements to our platform and other applications

Perfecto Mobile

1/2014 – 12/2016

Senior Sales Engineer - West

- Demo Magician / Pre-Sales Support
- Custom demos and prototypes
- Identify additional opportunities for expansion within existing accounts
- Remote installation and COE support
- Support marketing activities such as webinars and trade shows

Breezy Print

7/2013 – 11/2013

Customer Success Manager

- Main point of contact for pre/post sales opportunities
- Demo products and solutions
- Manage all trial instances of software through proof of concepts and not for resale licenses
- Manage entire helpdesk operations

- Create knowledge base articles and external client side documentation

Ricoh Americas Company

03/2007 – 07/2013

Senior Sales Engineer, Cloud Strategy (05/2011 – 07/2013)

- Support Pre/Post/NFR/POC implementations from start to finish
- Create documentation and train field engineers on mobile print initiative
- Develop and test mobile applications and software
- Drive projects and products that enhance mobility solutions offerings
- Plan and manage implementation and integration of new technologies
- Attend and speaking at trade conferences
- Create training manuals and train field engineers at mobility solutions
- Manage technical communication with marketplaces, clients, and the internal project teams

Technology Portal Manager

03/2007 – 05/2011

- Manage the entire environment of the showroom to maximize the ability of Ricoh entities to present and close business for their respective business units (direct & indirect)
- Communicate with each key group (Hardware/Software/Services) to effectively position Ricoh solution-based products as a preferred provider over the competition in the multi-state market
- Provide detailed reports of usage and customer satisfaction of the “Solution-Showroom” experience, and of closed business associated with showroom activity and of demonstration activity
- Provide training assistance to Ricoh Family Group Sales Professionals to increase their capability to give application-based demonstrations in the showroom
- Provide ongoing pre-sales support, sales training, opportunity analysis and proof-of-concept demonstrations for all sales channels

Canon Business Solutions

07/2004 – 03/2007

Senior System Analyst

- Manage multiple projects at the same time
- Evaluation new software and training of new software for sales teams
- Responsible for entire San Francisco Bay Area team hardware and software

Cardinal Health

09/2002 – 06/2004

System Specialist of Pyxis and Vistant Technologies

- Pre/Post sales support
- Act as mentor to the service center

RetailersMarketXchange

01/2001 – 09/2002

SQA Automation and Test Engineer

- WinRunner / LoadRunner expert
- White box testing to validate new software designs
- Use extensive SQL to verify underlying Oracle DB tables

NorthPoint Communications

08/1999 – 01/2001

SQA Team Lead

QuadraMed

06/1999 – 09/1999

EDI Data Specialist

Paradigm Integrated Networks

03/1999 – 06/1999

Network Administration

Convене International

10/1997 – 03/1999

Senior Product Support Specialist

EDUCATION

San Francisco State University, 1996-2000
 City College of San Francisco, 1994-1996