

# DUKE JOHN “DJ” BANACK

(603) 275-4816 • [DBANACK@GMAIL.COM](mailto:DBANACK@GMAIL.COM) • NH, MA, CT, RI, VT, ME, NY, USA

SR. SALES DIRECTOR • SR. BUSINESS DEVELOPMENT • SALES STRATEGY EXPERT • STRATEGIC SALES PARTNERSHIPS AND ALLIANCES • BIG DATA SOLUTIONS • BUSINESS PARTNER ALLIANCES • PARTNER RELATIONSHIP MANAGER • SR ACCOUNT EXECUTIVE • SR CLIENT EXECUTIVE

Dynamic sales professional with over 12+ years of progressive experience, including professional domestic and international sales, business development, client relations, business operations, and defining technology initiatives. Keen ability to connect with clients and lead teams through honest communication, technical expertise, an available ear, and a commitment to finding cost-effective, practical, and innovative solutions. Proven track record of successfully driving sales in an ultra-competitive, high-pressure environment. Spearheaded customer turnaround from 52% to 92% in 12 months, significantly increasing purchases and upgrades for existing systems. I'm well-known for my exceptional communication, integrity, and unwavering work ethic.

## CORE COMPETENCIES

Leadership & Team Management • Innovative Market Expansion • Strategic & Organizational Planning • Brand Strategy • Salesforce Strategic Negotiation • Territory Management • Relationship-Building & Retention • Forecasting & Sales Programs Alliances & Partnerships • High-Impact Presentation Delivery • Global Business Development • Sales/Marketing Campaign

### SALES STRATEGY

Develop sales programs, identifying, establishing, expanding, and maintaining a client base

### TRAINING & DEVELOPMENT

Enhance existing customer **satisfaction and communication** between clients and internal teams

### PROCESS IMPROVEMENT

Assisted in creating a new sales process for processing client RFPs promptly

### PRESENTATION DEVELOPMENT

Created and implemented a **dynamic** new sales product presentation

Developed Demo Pack to assist sales reps with the presentation of products and company benefits

## KEY SUCCESSES

IBM: Developed sales from \$3.5M to \$14.2M per year

QLogic - Grew sales from \$30M to \$168M in less than five years

Palladium Energy - Grew sales from \$5.5M to \$14.0 per quarter

Sierra Vista Group - Increased revenue from \$8.2M a year to \$16.4M in 11 months

## PROFESSIONAL EXPERIENCE

### XENTEGRA LLC

2024 – Present

- New England

#### Sr Client Executive – New England

- **DRIVEN \$12.9M IN REVENUE IN 1 YEAR**
- Account Management
- Marketing events, lunches and dinners, trade conferences
- Sold and promoted Steller AI, Copilot360, Salesforce AI, Nutanix AI, ServiceNow AI, and Grammarly AI.
- Provide sales and marketing support for MS Azure, ServiceNow, Nutanix, AWS
- Account Mapping with Vendors (Lenovo, Nutanix, Microsoft, IGEL, Nerdio, Cisco, HPE, Pure Storage, Citrix, etc.)
- Collaboratively work with inside sales, sales engineers, consultants, and sales specialists.
- Foster and maintain key relationships with channel partners, system integrators, and other external partners to develop and execute account strategies and opportunity plans.
- Gain in-depth knowledge of our partners and their products.
- Provide accurate forecasts and timely updates in Salesforce.com for management and team collaboration.
- Coordinate with the XenTegra Marketing team to develop and implement a comprehensive territory marketing plan.

### SANBLAZE TECHNOLOGY INC.

2021 – 2024

- USA, EMEA

#### Director of Sales/Business Development, Partner Sales

- Storage emulation testing solutions /For IBM, EMC, Dell, HPE, 3Par, storage solutions sales (hardware, software)
- AI, Copilot360, ChatGPT, Apple AI, Google AI, performance storage testing

- Guided Reseller, VAR, ESA, ISVs, MSPs, CSPs, GSIs Partnerships, agreements, and sales support
- Guided Partner onboarding, training, and ongoing sales support
- Sales Quoting and Contractual Agreement Negotiations
- Worked with direct and indirect channel partners to develop a solid relationship, pipeline, and client solutions.
- Inspired Account Management, Strategic account planning, and management, “hunting & farming” in new and existing account sets/verticals
- Crafted Sales strategy incorporating partnerships, promotions, trade shows, and networking events.
- Managed accounts, ensured client satisfaction, and supervised pre-and post-sales escalation projects, Salesforce.com, and travel expense reporting.
- Working with significant OEMs for customer support and development efforts
- Oversaw Customer escalations for pre- and post-sales issues.
- Forecasting, inventory, and sales team support activities

#### GATESTOR DATA SYSTEMS

2021 – 2021

- East Coast, USA

- Executive Director of Sales/Business Development, Partner sales & BD, Partner programs & Marketing**
- Headed sales (inside and outside) & BD team from 1 inside sales rep to 1 inside and three outside agents.
  - Competitive sales against IBM, EMC, LSI, Dell, HP,3Par, storage solutions sales (hardware, software, services)
  - Reseller, VAR, ESA, ISVs, MSPs, CSPs, GSIs Partnerships, agreements, and sales support
  - Spearheaded a business development campaign that resulted in a 25% increase in sales over 6 months, significantly boosting the company's market share.
  - I guided direct and indirect channel partners in developing solid relationships, pipelines, and client solutions.
  - Account Management, Strategic account planning, and management, “hunting & farming” in new and existing account sets/verticals
  - Developed Sales strategy incorporating partnerships, promotions, trade shows, and networking events
  - Managed accounts, ensured client satisfaction, and supervised pre-and post-sales escalation projects, Salesforce.com, and travel expense reporting.
  - I work with SMBs, Fortune 500 and 1000 clients, OEM resellers, State and local government accounts, Oil and gas, entertainment and media industries, renewable energy, SLED, Higher education accounts, SMBs, Startups, software developers, and much more.

#### PRIVATE ASSET SECURITY & RECOVERY COMPANY (IBM CONTRACTED - NO RESTRICTIONS)

2013 – 2021

East Coast, USA

**Director of Business Development/Sales/Channel/Account Manager/Operations -**

- Grew sales & services from \$2.2 to \$17.6M/year
- Grew sales (inside and outside) & BD team from 1 sales rep to 3 inside and 12 outside agents.
- 4+ years of Automotive OEM Cloud security & analytics, IBM, EMC, LSI, Dell, HP,3Par, storage solutions sales (hardware, software, services)
- Develop alliances and maintain (IT and Medical Equipment) partner channels (Reseller, VAD, ESA, ISVs, MSPs, CSPs, GSIs), OEM, System Integrators, and leasing company relationships.
- Worked with both direct and indirect channel partners to develop a solid relationship, pipeline, and client solution
- Account Management, Strategic account planning, and management, “hunting & farming” in new and existing account sets/verticals
- Developed Sales strategy incorporating partnerships, promotions, trade shows, and networking events
- Structure and train the existing support team to ensure efficient and transparent reporting and billing
- Managed accounts, provided client satisfaction, and supervised pre-and post-sales escalation projects, Salesforce.com, travel expense reporting and auditing, Operations, Logistics, budgeting, planning, forecasting of fill/heel assumptions, and personnel allocation.
- Partner with the Director of Safety to ensure compliance with all transportation-related safety standards in the U.S., Canada, EMEA, Asia, State & local Gov/agencies, first responders, Higher education, and Federal accounts/agencies/divisions.
- Work with SMB, Fortune 500,1000 clients, OEM resellers, and State and local government accounts.

#### SQUARED AWAY FOUNDATION

2018 – 2024

**Chief Technology Officer**

- 100% volunteer, not compensated position
- Providing homeless veterans with technologies to help make their lives easier and allow them to get into the working world again.
- Not-for-profit implementation of Salesforce not-for-profit solutions
- Worked & built alliances with major wireless carriers to provide wireless services for individuals & the community project
- I worked with and built alliances among significant networking equipment manufacturers to provide the community with Wi-Fi hardware and cybersecurity software.
- Provided a portal for contractors to perform work on tiny homes, document their work, and take photographic evidence for invoicing and IRS guidelines.
- Built a partnership with Salesforce for Not-for-profit IRS & veteran 501(3)C compliance software support

#### FIRE DEFENSE INDUSTRIES, LLC

2011 – 2021

**EVP, VP of Global Sales, Business Development and Operations, Board of Directors - East Coast, USA**

<https://www.linkedin.com/in/djbanack/>

- Board of Directors, not compensated, quarterly evening meetings.
- Built staff development and leadership programs for regional sales staff.
- Account management, strategic account planning, management, and “hunting & farming” in new and existing account sets/verticals.
- Developed sales Strategies, incorporating partnerships, promotions, alliances, and licensing agreements
- Structured and trained the existing support team.
- P&L responsibility, HR, quality control, Marketing assistance, and speaking at Marketing events.
- Hired, trained, and oversaw performance and management of the sales and marketing team – 15 direct reports.
- I worked closely with sales, marketing, and management to identify staff for promotions and leadership roles, which required training or mentoring.
- Worked/worked with DoD, US Army, US Navy, and multiple government contractors on various global projects and bases. State and local Gov/agencies, first responders, Higher education, Federal accounts/agencies/divisions

#### SIERRA VISTA GROUP

2011 – 2013

##### Director of Sales/Business/Channel Development/Account Manager of Software Development & On and Offshore Services- East Coast, USA

- Grew services from \$8.2 to \$16.4/year
- Built staff development and leadership programs for regional sales staff, from myself to 1 inside and seven outside reps
- Account Management, Strategic account planning, and management, “hunting & farming” in new and existing account sets/verticals
- I was the company account/client/solutions executive for large clients. (Zoll, Johnson & Johnson, Boston Scientific, BOA, Boeing, Ford Motor, Toyota/Lexus Motor corporation, Nissan/Infinity Hilton, Starwood hotels, Sikorsky Aircraft, State & local Gov/agencies, first responders, Higher education, Federal accounts/agencies/divisions.)
- We have provided superior product development, mobile application development support, and solutions for Apple, Android, BlackBerry, and Windows Mobile, offering both onshore and offshore services.
- IT security & IT security compliance services, escalations, and audits.
- Created and implemented strategic marketing & business development team plans, developed companies’ first alliances with channel partner sales (Reseller, VAD, ESA, ISVs, MSPs, CSPs, GSIs), support, and rewards program for software services to Channel clients.
- P&L responsibility, HR, quality control, Marketing assistance, Marketing events
- Hired, trained, and oversaw the performance and management of the sales and marketing team – 15 direct reports.
- Determined on-shore & off-shore staffing personalities, staffing logistics, and the best cost-effective staff for the client’s project(s)
- Managed essential account client satisfaction and supervised pre-and post-sales escalation projects.
- Primary advisor for IT hardware and software projects, security, SaaS, network performance management, network security, storage network security, software implementations, upgrades, and migrations. Datacenter HVAC, power, and Security recommendations
- Negotiated sales, reviewed/approved contracts, SOWs, SaaS, ITSM, Cloud solutions and applications, business terms, and conditions.

#### PALLADIUM ENERGY

2009 – 2011

##### Senior Regional Sales Manager/Account Manager – East Region and EMEA

- Grew sales from \$5.5M to \$14/per year.
- Grew sales team from 1 inside and one outside rep to 3 inside and 19 outside reps for the East Coast & EMEA
- Created and implemented innovative policies and procedures to increase brand awareness
- Product development, account management, strategic account planning and management, and “hunting & farming” in new and existing account sets/verticals.
- Battery storage power storage systems for residential, commercial, and data center use.
- I have worked with Toyota Motor Corp, Ford Motor Company, Chevy, and Nissan on EV and Hybrid solutions & testing.
- Worked with local and worldwide utility power providers for solar charging for battery backup, green energy power storage, monitoring, failover backup power solutions, and services
- Managed staff and client accounts, enhanced client satisfaction, and increased market share by 20%-17 direct reports
- We have built strong relationships with storage OEMs and certified partners, including IBM, HP, Dell, EMC, and HDS.
- Provided high-level products to Aviation/Aerospace, US Navy, US Army, USMC, US Coast Guard, and 3<sup>rd</sup> party defense contractors, healthcare, medical devices, biotech, pharma, automotive, and construction industries

#### QLOGIC/MARVELL CORPORATION

2005 – 2009

##### Senior Global Business Development, Chief Technologist/Product Evangelist, Sales, and Channel Manager for IBM Branded QLogic Products

- Spearheaded sales from \$30M to \$168M/year globally, exceeded quarterly quota goals, and played a critical role in increasing IBM account revenues.
- The IBM account sales team grew from me to 7 inside reps, 87 global outside sales and HPC reps, and two technical SAs.
- New product development & existing product evangelist client requests, marketing product launch events.
- Five years of IBM entry, mid-range, enterprise storage products, software, services, and networking sales
- Managed accounts as a client executive /account executive/ global executive role, performed upgrades, and ensured client satisfaction through pre-/post-sales support and escalations.
- We have provided sales support to IBM Business Partners and Distribution Centers (Ingram Micro, Techdata, Zones, Insight, IBM Direct) on products, marketing events, and sales calls. Reseller, VAD, ESA, ISVs, MSPs, CSPs, GSIs

- Account management, strategic account planning, management, and “hunting & farming” in new and existing account sets/verticals.
- Targeted Wall Street, Public Sector, Capital Markets, Off-Shore Services, Healthcare, Life Sciences, Medical device records archiving, Records and Fortune 1000 & 500 companies and the Aviation/Aerospace, USMC, DoD, US Army, Navy, and US Coast Guard, SaaS, ITSM, Cloud, Utilities, Oil & Gas, State & local Gov/agencies, first responders, Higher education, Federal accounts/agencies/divisions, and many other clients & solutions.
- IBM System X386, IBM BladeCenter, and IBM Storage Area Networking Hardware and Software subject matter expert.
- Negotiated sales terms, service terms, SOWs, and Software services terms and conditions, assisting in responses to RFP and RFI requests.
- Hired, trained, assisted/oversaw the performance, and managed sales and marketing reps, 32 direct reports.
- Supported and created alliances with Channel partner sales, pre-& post-sales technical support, channel sales training, contests, and marketing events, resolved end-user questions and concerns, and attended IBM sales team sales meetings, events, and product launches.
- Worked and drove marketing customer events, product marketing information, and marketing ideas.
- Created and managed marketing material, presentations, and events, hosted dinners, and delivered dynamic presentations.
- Presented IBM-branded QLogic products at all internal and external sales and training events, channel/business partner events, customer conferences, and regional events for FC, IB, FCoE, iSCSI, and IBM blade center FC products.
- Led Salesforce.com integration, migration, training, and SFDC integration into ERP solution.

IBM CORPORATION

1993 – 2005

**Senior Chief Technologist/Product Evangelist, High-End Server Specialist, Pre & Post Sales, account manager, Entry-level to Enterprise-class storage**

- Grew sales from \$3.5M to \$8.2M/year
- 13 years of IBM enterprise HPC, X386 & Storage hardware, storage area networking, storage software, and storage services
- Supported sales representatives in NYC, Boston, and New England for a range of IBM systems in a range of verticals, including SMB, Retail, Public sector, Capital Markets, Utilities, Oil and gas, Off-shore Markets and services, Wall Street, Healthcare, Life Sciences, Fortune 200, 500, 1000 companies, Aviation/Aerospace and the Federal and Local Government, DoD, Raytheon, Pratt & Whitney, Sikorsky Aircraft, Northup Grumman, L3 Communications, BEA Systems.
- Designed and recommended HVAC, Power, security, and video surveillance of data centers and client IT departments
- IT security & IT security compliance services, escalations, and audits.
- Account executives, client executives, team leads, account escalations, and brand & product managers were utilized daily.
- Subject matter expert in enterprise-class X386 servers, regional blade server & BladeCenter subject matter expert, and storage area networking subject matter expert.
- Account Management, Strategic account planning, and management, “hunting & farming” in new and existing account sets/verticals
- Negotiated Statements of Work, Statements of Services, and hardware installation project conditions
- Provided sales and pre-sales technical support for IBM Channel/Business Partners (Reseller, VAD, ESA, ISVs, MSPs, CSPs, GSIs), and marketing events
- Recognized for assisting multiple customers and for the ability to close sales and resolve customer satisfaction issues

## EDUCATION & TRAINING

MLE<sup>SM</sup> Leadership Excellence, founding member of Harvard Square Society – Since 2014

Harvard Business School, Mini-MBA Online-Certificate 2021

The Executive Conversation – 2008, 2019, 2024

Korn Ferry: Strategic Selling and Conceptual Selling with Perspective - 2023

BA COMPUTER SCIENCE, UNIVERSITY OF CONNECTICUT

1994-1996

AS COMPUTER SCIENCE, CT TECHNICAL COLLEGE, 1992-1994

## CERTIFICATIONS

The Executive Conversation Korn Ferry 2009, 2012, 2016, 2021

Harvard Business School, Mini-MBA Online-Certificate 2021

## HOBBIES & INTERESTS

Avid Car Enthusiast, Boating, Traveling, Cooking, Future Technologies, and “Green” Technologies.

