**[Aaron Michael Janssen](http://janssentechnology.com/)**

**aaron.janssen@aaronjanssen.com** **● (760) 707-7730 ●** [**www.linkedin.com/in/aaronjanssen**](https://www.linkedin.com/in/aaronjanssen)

|  |  |  |
| --- | --- | --- |
| Key SkillsTop $ Producer, Presidents Club Sales and ENG. Director of EMEAPrime Skills in Successfully Closing all POCsDeeply Technical Persuasive with Diplomatic senseEffective Team Builder, Friendly and Inspiring Artificial Intel. and Machine Learning (AI/ML)Cybersecurity Architecture Kill Chain LeaderExpert Technical Marketing Mgr.SE Presentation Contest WinnerPublic Speaking, Cisco, RSA Black Hat TradeshowsBoard & ‘C’ level CISO DiscussionSuperb Big Data Analytics, Excel and 3D ModelingSalesforce CRM Shopify.Com Fire-EMS Officer Supervised 40+ EMT/Firefighters [Fully Automatic Marketing Event ROI Calculator](https://janssentechnology.com/collections/technical-marketing)[CompetitorLens Salesforce1 App](https://janssentechnology.com/collections/frontpage/products/salesforce-consultation) |  | **Senior Sales Engineer / Solution Architect / TEchnical Marketing MANAGER**25+ years in pre-sales Security Engineering with market leading vendors. Adept at easily explaining complex Cybersecurity issues, to all audiences, regardless of their IT level using compelling, clearly understood narratives.**VVMWARE/CARBON BLACK – Security Solutions Engineer, SLED Southwest (2020 – PRESENT)*** A **Top Producing SLED SE,** Leadership in **Enterprise Endpoint Detection and Remediation (EDR)**

**MALWAREBYTES – Senior Security Sales Engineer, Western Region (2016 – 2019)*** **Consistently Top Performing Senior Sales Engineer** with Global Enterprise/ **Fortune 500** clients.

Successfully grew region from $0 by closing **$5,000,000** +largest deals ever (**President’ Club ’18**) * Pioneered **Cloud** **Endpoint Protection** + **Machine Learning EDR** (Product-Tech Market Mgmt.)
* **Competitive Analysis/BI Expert**, produced/narrated **Gartner EP MQ 2019 pitch & 25+ videos.**

**FORSYTHE – Security Solutions Architect, Western Region (2014 – 2016)*** Deep understanding of **Chief Information Security Officer’s** goals, I can convince them **Quickly**!
* Created **$1,700,000** of new **GPM** in 4 months, increasing **250% YOY** (**APM, IPS, Packet Analysis**)

**NETSCOUT (VSS MONITORING) Technical Marketing/Alliance Tech. Partners Manager (2012 – 2014)*** Produced over **$1,800,000** in revenue in just **6 weeks** while in living in London covering Europe.
* Alliance Biz Dev with **McAfee, Palo Alto, Checkpoint, FireEye, Cisco, Bluecoat** & dozens more.
* Assisted British Intel (**GC-HQ**) and UK Foreign Services with **Lawful Intercept** for 2012 Olympics.

**NETSCOUT (VSS MONITORING) Senior Sales Engineer, Western Region (2011 – 2012)*** **Top Performing SE** dependably exceeded quota in Southwest region selling network monitoring taps and Packet Brokers (**$2,500,000+** @ year). Grew Southwest product revenue by over **300%**.
* **Demonstrations/whiteboard** sessions for the **CISO**, swift product evaluation, then won the PO!

**Additional Sales Engineering, Competitive Analysis and International Business Development****JUNIPER NETWORKS - Technical Marketing Engineer** (Firewall market analysis, KB & trained global SEs)**LUMENSION – Sales and Engineering Director, EMEA** (Increased European revenue by over **200% YOY**) **McAFEE/NAI - Senior Sniffer SE, Southwest** (Won largest Sandia Labs site license for **$6,000,000+**)* Network Associates **Presidents Club** (Top 10% of all Sales Reps and SEs) - Bermuda 2001

**Executive Leadership, Strategic Consulting & acclaimed award-winning Public Speaking skills****Vision:** Achieved company success by linking CEO/CFO/CIO goals through scalable enterprise system**Advisory**: Cybersecurity centric plans focused on baselining then optimization of departmental KPIs**Guidance:** PowerPoint, whiteboards, education, coaching, PR, **Keynote Speaker** for over **1500** attendees**Big data / Google Analytics, Ground up Salesforce Administration for Startup -> $100 M Rev.****Design: Go to Marketing (GTM)** Sales, Service, Marketing, Partner Portal, Lighting & App Exchange**Operational:** Legacy DBs, channels, distributors, ERP integration then limiting CAPEX / OPEX costs**Tactical:** Campaigns, leads, quoting, forecasting, projects, workflows, and administrator training.**Analytical:** Dynamic ROI dashboards; win/loss, business intel (BI), root cause investigation & GA **Awards, commendations, foundations, and community service** * City of Oakland for Loma Prieta Response Team’s 25TH/30th reunions [1989Earthquake.org](http://199earthquake.org/) **2019**
* Founder of Fire/EMS related PTSD support group for all first responders [EMSPTSD.org](http://EMSPTSD.org) **2011**
* Certificate awarded by Lumension for Distinguished Service and promoted to run Europe **2004**
* Winner, McAfee Sales Engineering Presentation Contest for 1st 10 G Sniffer/Infinistream **2003**
* Alameda County commendation for 911 EMS at I-880 Nimitz Freeway collapse on Oct 17, **1989**
* Citation for Bravery by Albuquerque’s mayor for rescuing a family from a structure fire **1985**

**Interests, research and independent projects (Such as** [**GoodDeedExchange.org**](http://gooddeedexchange.org/)**)**Science, history, travel, politics, charity, public safety, piloting helicopters, aerospace & NASA |

Please visit [janssentechnology.com](https://janssentechnology.com/) for complete business and technical skills profile. References on request.