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

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| Key Skills  Top $ Producer, Presidents Club  Sales and ENG. Director of EMEA  Prime Skills in Successfully Closing all POCs  Deeply Technical Persuasive with Diplomatic sense  Effective Team Builder, Friendly and Inspiring  Artificial Intel. and Machine Learning (AI/ML)  Cybersecurity Architecture Kill Chain Leader  Expert Technical Marketing Mgr.  SE Presentation Contest Winner  Public Speaking, Cisco, RSA Black Hat Tradeshows  Board & ‘C’ level CISO Discussion  Superb Big Data Analytics, Excel and 3D Modeling  Salesforce 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.