

MARIE T. REEVE

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SUMMARY

A proven Information Technology (IT) sales and management professional with extensive domestic and international experience:

- Recognized industry expert in software licensing and asset management
- Managed multiple sales, support and project teams
- Exceptional sales, management, marketing, negotiation and customer service skills
- Superior presentation, research and writing skills

PROFESSIONAL EXPERIENCE

BEST BUY, Sales Associate: Sarasota, FL

8/2008 – Current

Responsible for sales of consumer products and services, specializing in computers and related technologies.

- As Best Buy for Business Specialist, provided leads resulting in over \$100,000 in sales to new and existing business customers, including large medical, hospitality, government, and property development organizations
- Publish monthly store newsletter
- Active participant in external and internal business networks and community events

FCCI INSURANCE GROUP, IS Resource and Risk Manager: Sarasota, FL

9/2006 – 5/2008

Direct report to CIO of commercial property and casualty insurance provider. Responsible for strategic and tactical support of Information Services (IS) projects and programs. Managed staff of three.

- Implemented and managed IS vendor relationship and contract management; directly negotiated with vendors for new purchases and contract renewals, resulting in substantial dollar savings and improved contract terms
- Led preparation of annual IS budget of over \$15 million and managed expenses to budget
- Researched and recommended technology solutions
- Managed application security administration; represented IS on Corporate Security committee

TO DIE FOR!, Vice President: Sarasota, FL

3/2003 – 7/2006

Vice President and co-founder of successful retail gift and home décor store. Responsible for all aspects of business including sales, marketing, customer service, planning, accounting, purchasing, human resources, training, inventory, payroll and vendor relations. Developed strategy, core business processes and practices. Implemented automated systems. Managed six-person sales team.

- Increased annual sales by 10% year-on-year, while reducing cost of sales by 5% year-on-year

FERGESON, SKIPPER, Real Estate Assistant: Sarasota, FL

3/2003 – 2/2004

Managed real estate transactions from contract to closing for prominent Sarasota law firm with large real estate practice. Coordinated activities with clients, realtors, title companies, lenders, and attorneys. Trained employees on use of real estate software.

- Closed complex residential and commercial transactions on time and with high quality
- Developed changes, revised and updated residential contract documents

CICALA & ASSOCIATES, Vice President: Hoboken, NJ

9/2000 – 3/2003

Independent Consultant

9/2006

9/2004 –

Provided customized Information Technology (IT) procurement and asset management services to Fortune 1000 clients to enable them to save money and reduce risk and liability. Established asset management programs, negotiated and reviewed contracts, performed compliance audits, executed user and vendor assessments, and developed and ran workshops.

- Performed consulting services for key clients, including financial, insurance, consumer products and software organizations
- Researched and published monthly articles, quarterly market analyses and vendor interviews for company website
- Led contract negotiations with software vendors for one of industry's largest outsourcers
- Completed successful projects for major telecommunications company, financial institutions, and government bodies
- Developed and delivered expert presentations at vendor and user industry conferences

GARTNER, Research Director: Stamford, CT

7/1998 – 9/2000

Key member of the IT Asset Management Service. Subject matter expert on IT procurement and asset management.

- Provided customized advisory and consultant services to worldwide end-user and vendor clients, resulting in savings of \$50,000 to over \$10 million per deal
- Researched and published numerous articles on software licensing, pricing, contracts and negotiation best practices
- Developed and delivered featured presentations at major U.S. and European conferences; scored in top 10% of speakers
- Awarded for high contribution level, development of new processes and teamwork efforts

DIGITAL EQUIPMENT CORPORATION

9/1974 – 6/1994; 6/1995 – 6/1998

AltaVista Business Development Manager: Acton, MA

Managed projects, developed relationships and negotiated contracts with key e-commerce partners for Internet startup.

- Implemented e-mail and directory services, resulting in \$500,000+ revenue in less than six months
- Developed e-commerce opportunities for shopping, entertainment and electronic software distribution

AltaVista Worldwide Contracts Manager: Acton, MA

Drove development and implementation of software licensing and contracts strategy and processes for Internet software.

- Drafted, developed and implemented third-party program contracts and processes
- Developed and deployed go-to-market licensing strategy for AltaVista Internet software products
- Negotiated technology acquisition contracts with major suppliers
- Developed and launched support offerings for security services

Channels Program Manager: Nashua, NH

Designed, planned and implemented channels business practices programs.

- Designed and developed Software Trade-in Simplification Program
- Created and implemented Licensing InfoCenter to support field functions, the first vendor website of its kind

Software Marketing Executive: Nashua, NH

Developed and executed marketing strategy for software licensing and asset management tools.

- Developed and promoted marketing strategy to establish corporate technology as industry standard
- Initiated rationalization of company-wide marketing activities to focus on software asset management business opportunities
- Drove business practices initiative for marketing re-engineering project
- Designed customer feedback model, leading to implementation of new corporate licensing practices
- Represented corporation at OURS, an industry organization of software vendors and customers devoted to developing mutually-acceptable software licensing practices

Manager/Sales/Sales Support: London, UK and New York, NY

Held various positions.

- Developed and executed major account strategies; managed cross-functional account teams
- Achieved multiple sales recognition awards, for exceeding sales targets for 5 consecutive years and for ranking in top 10% of sales performers worldwide
- Structured and managed cross-functional team with portfolio of 35 channel and distribution accounts
- Project managed successful district seminar series for channel partners and end-users
- Acclaimed for report recommending business development strategy for 19 new business accounts
- Led sales support organizations for channel, Fortune 1000 and Times 1000 accounts in world's largest districts; consistently ranked among top performers in revenue, customer and sales satisfaction
- Provided project management, consultancy, technical support and training to end-user and channel accounts

EDUCATION

Master of Business Administration (MBA): Southern New Hampshire University, Manchester, NH: 4.0 Grade Point average

Bachelor of Science (BS): St. John's University, New York, NY: 7.29 Grade Point average; Magna Cum Laude

Advanced Certificate in Legal Assisting: Manatee Community College, Bradenton, FL: 4.0 Grade Point average