

Rudy F. Xavier

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Experience:

- ❑ Extensive, successful record of Sales, Business Development, and product marketing
- ❑ Life-sciences training, pharmaceutical industry familiarity, large scale Project Management
- ❑ Comprehensive technical expertise in business-critical metrics and systems solutions, ISV mgt.
- ❑ Proven record of sales in expert KM solutions, AI software, life-cycle management
- ❑ 17 years of highly successful business planning, business development, and sales

5/99 to pres. Xerox PARC ***Director, World-Wide Business Development, XMS***

Established key partnerships with leading companies able to help Xerox market its products. Successfully built and deployed business development team/plans for selling wireless Mobile Document solutions to strategic telcos, large vertical portals (pharma, financial, and real estate markets) in the emerging ecommerce and m-commerce space/ Implemented sales methodologies, automated tracking databases and tools for use by BD/Sales force. Directed all marketing efforts from product management and product marketing to focus groups and marketing collateral production. Presented company strategies to C-level officers of major corporations (CFO, CEO, CIO, etc). Built ISV partner program for greater market penetration.

Successfully sold Xerox's AI/Linguistics-based enabling software and opened new markets in pharma and aerospace Fortune 500 companies (Genentech, Pfizer, Boeing, Intel, etc.) for Xerox subsidiary Inxight Corp. and its hierarchical network mapping software. Coordinated selling efforts with major integrators including Andersen Consulting, Cap Gemini, OEMs.

2/96 to 5/99 IET Intelligent Electronics ***Western Region Sales Manager***

Influenced selection of key industry leaders as partners and produced template for analysis of business fit. Achieved significant success in sales of industrial-strength expert-system scheduler used in Supply Chain Management/CRM. Created new partners selling scheduling and CRM solutions to Fortune 500 companies like Smith Klein-French, Bristol-Myers, Cummins Diesel, Digital Equipment, Cisco, E&Y, Boeing, and others. Participated actively in VC funding meetings and prospectus reviews, providing full technical overviews of all product variations. Formed successful partnerships with Seibel, KPMG, & others.

3/94 to 2/96 Visix Software, Inc. ***Strategic Accounts Manager***

Was #1 Sales Manager selling to government, end-users, and ISV's requiring software integration of GUIs into major enterprises. Awarded special Quarterly Achievement Award 3 times for consistent 118% of quota. Sold Galaxy to Qualcomm to create the now-famous Eudora product, other Fortune 500 co's. Expanded Western Region to 11 state area and added banner customers like Boeing, McDonnell-Dettwiler, Visa, Mastercard, and others.

Led Western Region Team to major successes over competition through innovative marketing and special industry targeting. Reorganized inside sales teams and assigned 2 inside sales persons to each outside sales person resulting in tripling of qualified leads and significant per quarter revenue gains. Awarded special recognition by company managers for this aggressive approach to productivity gains.

**9/90 to 3/94 Digital Equipment Corporation (DEC)
Senior Account Manager**

Major account management, leading a team of sales and technical specialists covering all opportunities within the account and successfully executing on an annual quota of \$6M. Achieved DEC-100 Award every full year at DEC, selling to Fortune 500 accounts that included UTC, Lockheed, Kaiser, Watkins-Johnson. Reduced cost of sales by over 10% while growing VA business by 200% and achieving new volumes in related primes. Achieved over 8% annual sales growth in spite of a 20% decrease in staff and technical resources.

**3/89 to 9/90 Concurrent Computer Corporation, MASSCOMP Products Div.
District Sales Manager**

Displaced major competition for new business following difficult campaign. Recognized for strong technical achievement and performance in a company whose products were used in high-availability environments such as banks, teller machines, S&Ls and stock exchanges where security of document processing and information were second only to total on-line time. Personal expertise in client-server software contributed to my sales success.

**5/88 to 3/89 Phoenix Data Inc., Div Harmon Industries, a Honeywell Co. spinoff [Data Acquisition]
Regional Sales Manager**

Managed five manufacturer's rep companies, and provided training and time-based metrics. Increased per-rep revenues 50% over previous year, while reducing cost of sales in channel distribution by over 100%.

Recognized for exceptional leadership and management of channel partners, and development of strategic VME and other manufacturers enabling the company to compete effectively against HP, Tektronix and IBM.

**11/85 to 5/88 Honeywell Test Instruments Division [spun off to Phoenix Data – Data Acquisition]
District Sales Executive**

Awarded national recognition for highest sales record for the H*TMS product for two years straight. Sold systems from Alaska to Hawaii displacing major competitor Hewlett-Packard and DSP. Recognized for most accurate forecast and highest revenue production for the management of the Western Region.

**5/78 to 11/85 Honeywell Information Systems, Federal Systems Div. (Chicago and VA)
Technical Project Manager** (Highest rank attained, was promoted 7 times in 8 years)

Managed all aspects of major sales projects such as USN-POS (Point of Sale) exchange project, (JUMPS Joint Uniform Military Pay System –which still pays the US armed forces personnel today), Managed the largest federally funded program won by Honeywell – the US Veterans Administration TARGET system, consisting of 146 network nodes which today help process the Benefits Administration for the Regional offices as well as the 23 VA Medical centers located throughout the US. Awarded VP citations for Project Management (on time and under budget), 3 PaceMaker awards for technical achievement, and high commendations for Level 2 management performance.

Education:

MS Southern Illinois University – Psychology, completed requirements for MS-Information Science

BA Southern Illinois University Pre-med/, Psychology (Biology)