

# PROFESSIONAL PORTFOLIO



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## Contents

Curriculum Vitae EVA Fazekas .....	3
SUMMARY .....	3
EMPLOYMENT HISTORY .....	3
EDUCATIONAL BACKGROUND AND QUALIFICATIONS .....	4
Computer Skills .....	5
Other knowledge .....	5
Detailed professional profile.....	6
Knowledge areas.....	6
Experience in B2B Sales & relationship management .....	6
Sales Channel , and sales function knowledge and experience.....	6
Understanding Technologies and ICT Trends, Products and Services .....	6
Skills .....	6
Main achievements.....	7
1. 2021 – [CUSTOMER NAME] – Oracle education project.....	7
2. 2011-2018 Reseller management, B2B sales coaching at a distributor and at vendor .....	7
3. 2013-2018 Building-up Avnet/Tech Data Academy.....	8
Professional Membership .....	8
Volunteering work .....	8
Reference .....	8

## Curriculum Vitae EVA Fazekas

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### SUMMARY

Excellent presentation and negotiation skills, being as an experienced **B2B salesperson** in IT sector with 25 years work background and personal connections in the IT and telecom industry. **Looking for mission, not position.**

**Broad range of technology knowledge as a consultative expert** – Cloud computing, networks, storages, servers, virtualization products and solutions, infrastructure, datacenter architecture, related services.

- Established relationships with executives, HR and ICT decision makers, proven ability to present to and interact with C-level executives
- Business development experience: ability to find new opportunities and develop new projects, win the lost customers back
- Achieve quarterly/yearly targets, proven success in selling IT solutions for 25 years
- Experienced in government sector's procurement processes
- Work in a team with presales, sales and top management

### EMPLOYMENT HISTORY

**Representative of Oracle University, Oracle Hungary Kft., 06.2018 – 09.2021.**

- Leading Oracle University: I am responsible for selling learning services and license, countrywide, handling resellers and education partners strategically. SuperGEO territory: all Hungarian companies are on my territory, government and public sector, private sector, enterprise and SMB-sized companies also. Account management, Hunter-type, farmer-type and winback selling. Products: cloud-based learning and development solutions, cloud-related mentoring services, trainings. Target group for negotiations: CIOs, CISOs, COOs, CTOs and HRs of customers.
- Participating in Oracle Hungary's sales management board: cooperating in strategic thinking, handling key accounts together with the other sales area: hardware, license, applications, services. Working together with country leader and directors of the divisions.
- Partner management: my responsibility is to ensure that partners have appropriate knowledge of Oracle products, additionally to help them in selling Oracle-related projects.

**Tech Data Academy leader & IBM services product manager, 07. 2013.– 05.2018.**  
Tech Data AS Ltd. (former Avnet Technology Ltd.)

- Selling IBM, Microsoft, VMware Education services, courses (via Avnet/Techdata Academy)
- Selling IBM CHW products via resellers (managing configurations, bid management, arranging financing solutions), and IBM Services Solutions for IBM CHW and Lenovo (IBM) HVEC

**Partner territory representative, EMC Hungary Ltd, 08.2011.– 01.2013.**

- Target-based sales: Find sales opportunities in the private sector, mainly in storage and backup&recovery, security-related technologies. Managing leads via resellers, handling customers. Finding upsell opportunities at their existing customers and extending install base.
- Sales enablement+ partner management: Achieving the sales target through mentoring 35 indirect partners and theirs 120 salespersons. Teaching them the latest EMC technologies, products and solutions. Provide sales support for sales channels (end users, resellers and distributors)

**Sales & product manager, HumanoIT Ltd., 01.2010. – 08.2011.**

1. Selling IT related services mostly in private market, IT service management and IT infrastructure operation topics, in SUN (Oracle) install base. Selling professional services for open source platforms, infrastructure tuning services. Organizing marketing activity for Hitachi Data Systems storage products.

2. Product management and organizing sales channel in international market for the own-developed service level management software. Planning PR and marketing activity, and indirect sales strategy for different regions (Japan, China, USA, near-east. SLMbox won ITBusiness Leadership award in 2010, then was shortlisted in European IT Excellence Award 2011, and got the 6th place.

**Account & product manager**, Processorg Software 82 Ltd., 04.2008. – 01.2010.

Selling business intelligence and data warehousing solutions (Business Objects).

**Government key account manager** M&S Marketing Ltd., 07.2007. - 03.2008

Introducing new IT solutions (software, security) and related services, maintaining and establishing relationship with customers in the government sector. Microsoft enterprise solutions, IT security software&services – ethical hacking, IT security analysis, DRP and BCP projects.

**Key account manager**, Qualysoft Informatics Plc., 12. 2006 - 06.2007

Selling IT solutions and services for domestic and international customers, generating IT projects, writing proposals, follow up public procurement procedures (Microsoft Sharepoint, Dynamics, Business Objects)

**Business development - International distribution relations**, SaveAs Consulting Plc., , 09.2005 -10. 2006

In the frame of a 1-year contract for EagleEyeOS software project: Building international sales channels for the own-developed IT security software, translating the documentation, generating IT security projects at customers, setting out the marketing conceptions of the software. (Territory countries: Netherlands, Japan, Germany)

**import product manager & vendor manager**, Trendex Infocommunication Plc., 2002-2005

Finding and localize new products to extend the product range. Establishing relationship with domestic and foreign vendors, planning and producing own-branded products, carrying out purchasing, organizing sales channels. Brands I worked with: Ericsson PBX, HP servers, Kyocera Mita, Olivetti.

Ericsson Hungary Ltd. and its subsidiary, Assono Telecommunication Ltd., 1996-2002

**Logistics specialist (Assono)**: maintaining relationship with domestic and foreign vendors for Ericsson PBX systems, compiling technology configuration, purchasing, following up the project installations.

**project and service executive**, at Enterprise Networks, PBX division,

**project administrator**, at Orosháza AXE turn-key project

## EDUCATIONAL BACKGROUND AND QUALIFICATIONS

- Oracle learning services and cloud sales accreditations, 2018-2021
- IBM Technical Support Services - Sales Master Certificate – EMEA level, 2013
- IBM technical and sales accreditations, 2013 - 2018
- EMC sales accreditation & advanced sales accreditation, 2011, 2013
- EMC Sales Talent Academy course, Cork, Ireland, 2011.
- Certified Information Security Auditor (CISA) Review Course, BGF, 2009.
- IT system administrator, Soter-Line (OKJ 54 4641 03) –2008
- Fujitsu-Siemens sales expert (dynamic datacenters, blade servers, tower servers, rack servers, System Architect and Storage solutions) 2007
- Microsoft Sales Specialist, 2007
- Logistics organizer, Hungarian Association of Logistics, Purchasing and Inventory Management, 2006 (title of the thesis: Marketing communication for the IT security systems)
- Supply and Logistics Management, Senior Level Program, International Federation of Purchasing and Supply Management (IFPSM), 2006

- Logistics executive, Hungarian Association of Logistics, Purchasing and Inventory Management, 2002
- Top secretary, Forrai Private School - Bilingual Secondary School, 1995-1996
- Foreign language correspondence field, Vajda Péter Economy Technical School, Szarvas 1991-1995

### Computer Skills

- Microsoft: administrator level in Windows, Access, Word, Excel, PowerPoint, basic SQL knowledge
- ERP Systems: SAP, Scala, JD Edwards implementation experience, Exact, Microsoft Dynamics AX (Axapta), Oracle Fusion user-level knowledge

### Other knowledge

- fluent English (Origo C, intermediate combined state language exam, Type C, intermediate level (written and oral))
- Enterprise learning and development methods
- IT security standards (Sarbanes-Oxley, BS7799, COBIT, Common Criteria), IT Security process experience
- Driving license, Category B, issued in 1994

## Detailed professional profile

### Knowledge areas

B2B sales, channel management, vendor management, product management,

### Experience in B2B Sales & relationship management

- Enterprise level and government sector
- Education institutions
- SMB and private persons
- C-level executives (technology and business functions)
- HR managers and specialist
- Learning&Development professionals
- Vendors in telecom and IT industry

### Sales Channel , and sales function knowledge and experience

- Vendor-side, Distribution, Resellers&integrators
- Business development, Key-account management
- Knowledge and experience in hunter-style, farmer-style, dormant, win-back sales functions
- Partner management
- Vendor management
- Product management

### Understanding Technologies and ICT Trends, Products and Services

- Basic knowledge of telecom technologies, well-read in IoT and storage topics
- A horizontal knowledge of technologies and software development market
- Can easily learn and adapt to new trends, techs and software
- Following the latest technology online newsletters
- Understanding main features and functions of the most often used systems (virtualization, server technologies, archive management, storage systems)
- Understanding IT trends and functions of the C-level executives (CISO, CTO, COO, CIO), and understanding the topics I can discuss with them
- Cloud: learning methodologies
- IT: high-end servers, storages (EMC, HDS) virtualization (Vmware), business intelligence (BusinessObjects), IT related-services (warranty, standardized service packs, special service contracts), IT security – BCP, DRP concepts; ethical hacking and code review services

### Skills

- Can-do attitude
- Strong work ethic, integrity;
- Passionate about sales;
- Patience and persistency;
- Understanding of the value of business relations;
- Knowledge of international business cultures;
- Well-read in technology-related topics.

## Main achievements

### 1. 2021 – [CUSTOMER NAME] – Oracle education project

#### Managing and closing an EU-financed IT-education project

##### Situation

A multi-vendor education project was founded by [CUSTOMER NAME], but it was stopped because of financing reasons.

When I arrived to Oracle, the project was in dormant state, and the challenge was to restart it. The Customer with buyer role was [CUSTOMER NAME] itself, but the endusers were students in different universities, additionally the demand was determined by universities. Subject of the project for Oracle was to deliver a modernized, cloud-based learning material and Pearson VUE exams in Oracle topics for thousands of students via universities.

Project members were: vendors' representatives, resellers' representatives, [CUSTOMER NAME]'s project professionals, universities' deans, vice-deans, trainers.

##### Tasks

- Product management, getting regional approvals for offering special product, and keeping it in the portfolio for long time (3 years)
- relationship management among [CUSTOMER NAME], deans, trainers, vendors, resellers

##### Actions

- handling Oracle-related customer demands from [CUSTOMER NAME] side – high level product definition
- handling Oracle-related customer demand from Universities side – detailed product/content selection, feature picking
- harmonizing the interests of the 5 different involved vendors – from Oracle side, it was a very special negotiation work: negotiating with competitors, working for the mutual interests.
- Supporting and helping [CUSTOMER NAME] to re-initiate EU financing process
- managing the involved resellers, as [CUSTOMER NAME] issued the procurement tender to resellers
- establishing the inside support in Oracle organizations: managing special content demand, helping for developers to create the unique features, supporting negotiation with the 3rd party supplier (Pearson VUE)

##### Result

Successfully achieved the project re-start, getting approval from EU for financing, supporting the resellers in the tender. After 3 years of continuous daily work, the project was successfully closed, customer has ordered the products from one of our reseller partners.

### 2. 2011-2018 Reseller management, B2B sales coaching at a distributor and at vendor

At EMC and at Avnet/Techdata I was responsible for resellers' business success. At both companies, my responsibility was to support/educate resellers, issuing offers, working together with their sales people for acquiring new customers, handling the existing customers, generating new projects.

### 3. 2013-2018 Building-up Avnet/Tech Data Academy

#### Situation

IBM has outplaced its learning services globally to distributors. Avnet/Tech Data was the only partner for it in Hungary at that time. At Tech Data (former Avnet) my responsibility was to build up the „Avnet Academy” function.

The special challenge was, that as a distributor, Avnet/Tech Data had no official process to discuss with endusers, but in the frame of Avnet Academy, the customers were endusers, instead of resellers/integrators. The main product of Avnet Academy was the IBM-related learning service.

#### Tasks

- Selling learning services, and organizing trainings, courses, accesses for digital courses

#### Actions

- organizing partnership with the former education partners of IBM Hungary
- establishing enduser connections for learning-related services at a distributor...
- following learning and development processes of IBM

#### Result

- Increased partner activity on the market
- Increased transaction number and project sizes

### Professional Membership

Member of E-weekdays Chapter of John von Neumann Computer Society

### Volunteering work

- Presenting on career orientation/career guidance events in secondary schools and universities,
- Supporting charity organizations with non-profit career consultancy services for women in needs (Incorpora Hungary, Hungarian Charity Service of the Order of Malta, Jól-Lét Foundation)

### Reference

- [NAME], former Sales Director Central & Eastern Europe, Oracle Global Services Limited, Poland, [his email address](#)