

# ROBERT BIMM

## Executive Sales Leader

+17193592526

<https://www.linkedin.com/in/rbimm>

[rmbimm@gmail.com](mailto:rmbimm@gmail.com)

Colorado Springs



## EXPERIENCE

### Client Executive, National Markets

#### IBM Corporation

01/2021 - Present West, CO, UT, & WY

- Advanced account strategy and collaborated on 350+ accounts.
- Increased NPS score by 30+ points through restoring client relationships.
- Grew revenue across all portfolios in existing and new name accounts by 15%.
- Led strategic account plans resulting in 49% pipeline increase.
- Coached sellers through end-to-end sales process to progress and close 100's of sales opportunities.
- Closed over \$25M in new business across Hardware, Software, & Services portfolios.
- Negotiated and closed multiple 3 year Enterprise License Agreements generating over \$50M in revenue.

### North America Sales Business Unit Executive, Consumer & Travel

#### IBM Corporation

01/2019 - 12/2021 Colorado Springs, CO

- Established thought leadership around the development of complex solutions to drive a 10% revenue increase within the Distribution and Consumer & Travel industry.
- Developed and executed a relationship plan on 30 named accounts to address both IT and Line-of-Business organizations.
- Earned a reputation as the client's trusted business advisor and exceeded revenue targets by 455%.
- Upsold over 15 major clients by adopting solutioning principles for enhanced product demonstrations.
- Skilled in consultative selling, with a deep understanding of the client's business needs influencing over 10 million in revenue.

### North America Sales Business Unit Executive, Digital Business Automation

#### IBM Corporation

01/2015 - 01/2019 Colorado Springs, CO

- Improved North American revenue by 12% by leading a team of Sales Leaders and fostering innovative collaboration.
- Increased North America revenue for Cloud Content Services by \$5M by optimizing market segment strategies.
- Formulated strategic sales plays and sales insights driving 33% greater opportunity identification.
- Assisted clients in lowering capital expenditures by over \$500K through the sale of cloud-based solutions.
- Conducted client workshops to help drive efficiency and repeatability reducing maintenance and upgrade costs by over 50%.

## SUMMARY

Global leader with experience in multimillion-dollar sales initiatives aimed at capturing new revenue and overcoming client challenges. Demonstrated expertise in spearheading ground-up builds of pioneering business practices utilized across sales and pre-sales. Change-minded leader skilled in mentoring, mobilizing, and directing large sales teams to achieve goals and overhaul deficient sales methods and practices

## CERTIFICATION

IBM Certified Manager

Certified Information Professional

Six Sigma Green Belt

## HARVARD COURSES

Insight Selling to the CXO

Breakthrough Value Leadership

## SKILLS

Business Development Automation

Customer Success Sales Execution

Strategic Thinking Design Thinking

Application Modernization

C-Level Relationship Management

## FIND ME ONLINE



LinkedIn

<https://www.linkedin.com/in/rbimm>



Social Network

<https://robertbimm.com>

## EXPERIENCE

---

### Vice President, Strategy & Solutions Team

#### EMC Corporation

📅 01/2014 - 01/2015 📍 Colorado Springs, CO

- Supported 15 business partners in executing strategic presales and post-sales opportunities within the public sector, financial services, and insurance verticals.
- Led strategic planning sessions, resulting in the launch of 3 innovative EMC and BPM sales plays.
- Executed major sales opportunities for EMC IIG Compliance and EMC IIG Capture offerings generating over \$11M.
- Instituted sales community educational programs, educating over 350 sales and pre-sales individuals.

### Vice President, Worldwide Solution Architect Team

#### EMC Corporation

📅 01/2010 - 01/2014 📍 Colorado Springs, CO

- Built a ground up global solution architect team of 12 resources supporting worldwide sales opportunities.
- Coached and mentored over 150 field sales resources on sales methodologies.
- Designed and implemented field enablement program to educate 200 worldwide pre-sales technical resources in six countries on major release of BPM software for under \$200,000.
- Achieved a 20% increase in client conversion rates by modeling effective solutioning principles for product demonstrations.
- Improved project delivery efficiency by 60% by revising ECM and BPM methodologies and guidelines.

### Cryptographic Equipment Repair Specialist

#### United States Army

📅 1988 - 1991 📍 United States

- Decorated Combat Veteran of Operations Desert Storm / Desert Shield Supporting 1st Calvary Division.
- Served in the US Army Signal Corps, maintaining and repairing cryptographic equipment in over 20 field operations.
- Held Top Secret Security Clearance, supporting military security operations for 4 years.

## EDUCATION

---

### Master of Computer Science

#### Colorado Technical University

📅 03/2000 📍 Colorado Springs, CO

- Software Systems Engineering

### Bachelor of Science, MIS

#### Colorado Technical University

📅 01/1998 📍 Colorado Springs, CO

- Management Information System

## ACHIEVEMENTS

---



#### Member of US Delegation to ISO TC/171 as EDMS/ECM expert.

Instrumental in the rewriting of ISO 22957 to reflect modern concepts and technologies when analyzing, designing, and implementing modern day electronic document management systems.



#### Patent For Automated Document Checking Tool

Used for checking sufficiency of documentation for program instructions.



#### Sustained sales success across industries with 15 years of overachieving targets.

Demonstration of continued success in sales.



#### 10 years of international leadership experience.

Able to lead teams in a cross-functional and matrix environment