






# Vince Lopiccola

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Business leader with over 25 years of experience in IT with a focus on business applications and experience with hundreds of unique implementations. Skilled at melding past experiences in varying roles while engaging with audiences to understand and develop business value propositions, identify core needs, and recommend holistic solutions. Adept at connecting with others beyond the focus area and working to conceive innovative solutions to envision a transformative future. Experienced at developing and executing technical readiness initiatives via large-scale Conferences, customer and employee Onboarding Immersion, and Global Learning Tours to ensure staff members and clients will achieve their goals and thrive in a competitive market.

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## Skills

- Sales & Business Development
- Customer Experience, Engagement and Retention
- Business Software Consulting
- Change Management
- RFQ/ RFI/ RFP
- Leadership
- Coaching & Mentoring
- Evangelism & Public Speaking
- CRM
- Rapid Application Development
- Website Design and Development
- Content Creation

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## Experience

2022

### **Account Executive / Emplifi, New York, NY**

In this role I focused on business applications solutions with two of the largest and most strategic customers within the organization. I drove the day-to-day development of new business sales, deliver accurate forecasting, and exceed quota of \$4.9M ARR. During my short tenure working with customers in retail and consumer packaged goods, I successfully closed 40% of my target which included new and recurring revenue opportunities.

2021 – 2022

### **Sales Specialist, Customer Service & Sales / Pegasystems, Cambridge, MA**

Sales Specialist and contact center industry expert for Pega Customer Service & Sales business applications solutions. I provided global IT thought leadership and direction to leadership teams. Consulting with my customers on business transformation and the solutions to complex IT problems while maintaining repeatable YoY growth and maintaining partnerships with C-suite and Line of Business personas to influence and evangelize in our favor, maintain sales pipeline fidelity, and exceed quota of \$1.9M ARR.

2018 – 2020

## **Business PM- Technical Enablement Lead, Business Applications / Microsoft, Redmond, WA**

Develop and execute enablement via readiness activities ensuring the team is successful in achieving their sales goals. Partner with teams, including commercial and enterprise product and marketing groups, role owners, sales leads, and the commercial business readiness organization to drive and support sales execution. Train and onboard new team members on company processes. Collaborate with the product group, engineering, and readiness teams to orchestrate the roadmap of required training.

- Drove readiness event strategies and execution for field roles; raised the bar in content quality, interactive training, and attendee learning experience; formulated training curriculum and delivery channels for field sellers.
- Created new training tools and content delivery channels; identified new methods and content ensuring field sellers are prepared to engage customers in business value discussions; ensured cross-organizational alignment on enablement efforts.
- Evolved business applications sales collateral development and delivery models in conjunction with various teams.

2013 – 2018

## **Technology Solutions Professional- Dynamics 365 Business Applications / Microsoft, Redmond, WA**

Qualified, developed, and managed Dynamics 365 related sales opportunities. Communicated and transferred business processes and solutions sales knowledge. Partnered with the Microsoft Customer Account Team, Specialist Sales Team, Partner Evangelists, and Partners to provide business solutions. Conveyed Microsoft's advantage and value; served as an escalation resource to assist in the sales process. Provided solutions to the community of partners and customers through events. Maximized long-term revenue growth, ensured the successful deployment of applications, and improved customer satisfaction.

2007 – 2013

## **Practice Director, Dynamics 365 CRM / Columbus IT, Detroit, MI**

Over seven years I grew the practice to include 25 employees worldwide. The CRM practice implemented ~2 projects per month. The practice grew to be the #1 sales division grossing ~\$6M Annually. In this role, my responsibilities included:

- Hire and mentor talent. Aid in program and project oversight and architecture. Head teams to build assets used to showcase the practice capabilities and provide demos during the sales process.
- Establish a high-speed, lightweight implementation lifecycle that maximizes throughput and time to market for changes on the platform.
- Motivating and energizing a team of IT professionals to create and maintain a lean, agile systems practice.
- Maximize efficiency and velocity of our CRM, custom AppDev, and Integration implementations and support processes and continuously look for ways to drive cost out of our global operations processes.

- Lead configure/buy/build decisions with a focus on minimizing development work, maximizing use of native platform capabilities, and continuously simplifying our technology implementation.
- Keep abreast of product and platform roadmaps for Dynamics 365 CRM and continually introduce new ideas and capabilities to business leadership.

During my tenure with Columbus IT I was invited into Microsoft's vTSP (Virtual Technology Solutions Professional) program. Amongst this group of distinguished individuals I evangelized, demonstrated, designed, and implemented Microsoft Dynamics CRM/xRM solutions on behalf of Microsoft.

1999 – 2006

### **Solutions Consultant- PLM/SAP / Cenit AG, Detroit, MI**

Consulted on SAP ECC implementations requiring BOM/BOD and CAD Geometry integration into TeamCenter Engineering PLM (Product Lifecycle Management) software, CATIA CAD, and Unigraphics NX CAD.

1999 – 2006

### **Mechanical Engineer / Edscha NA, Detroit, MI**

Design, develop, build, and test automotive door hinges, door checking mechanisms, convertible tops and spare tire carriers.

One door hinge patent submitted.

## **Education**

### **BS Mechanical Engineering / Kennedy-Western University General Studies / Oakland University**

Activities and societies: Theta Chi Fraternity, Drama and Theater, Cheerleading Team

### **Certifications / Microsoft**

1. Microsoft Certified Dynamics 365 for Sales Functional Consultant Associate
2. Insight Selling
3. MB-200 – Microsoft Dynamics 365 Customer Engagement Core
4. MB-210 – Microsoft Dynamics 365 for Sales
5. MB2-867 – CRM 2011 Installation and Deployment Certification
6. MB2-866 – CRM 2011 Customization and Configuration Certification
7. MB2-716 – Microsoft Dynamics 365 Customization and Configuration Certification
8. MB2-713 – Microsoft Dynamics CRM 2016 Sales Management Certification
9. MB2-712 – Microsoft Dynamics CRM 2016 Customization and Configuration Certification
10. MB2-710 – Microsoft Dynamics CRM 2016 Online Deployment Certification
11. MB2-704 – Microsoft Dynamics CRM 2015 Application Certification
12. MB2-703 – Microsoft Dynamics CRM 2013 Customization and Configuration Certification
13. MB2-632 – MSCRM 4.0 Applications Certification
14. MB2-631 – MSCRM 4.0 Customization and Configuration Certification
15. Pitch Perfect – CRM Online Certification
16. Microsoft Project Certification

## **Certifications / Pegasystems**

1. PEGAPCSA80 – Pega Certified System Architect

## **Certifications / Gartner**

1. Challenger Sales

## **Awards / Microsoft**

1. Impact Award
2. FY16 Microsoft Circle of Excellence Top Sub Award for D6
3. Dynamics Titanium Winners Circle FY16

## **Honors / Microsoft**

1. Senior Technical Leadership Program (STLP) FY17-18
2. Microsoft MTC Global Planning Summit Field Liaison Honor
3. Microsoft Ready (TechReady) Worldwide CRM Field Stakeholder
4. Honor Microsoft MVP Global Summit Field Liaison Honor
5. Microsoft Social (Listening) Engagement Ninja Program Honor