

# MICHAEL A. SUAREZ

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## SENIOR DIRECTOR OF SALES ENGINEERING

Innovative leader who thrives on solving the most challenging and complex problems faced by enterprises today using advanced software and cloud based solutions. With a reputation of recruiting, developing, retaining, and promoting a world-class sales engineering team, I pride myself on being a mentor first. Although experienced in managing directors, managers, and sales engineers, I am extremely involved and never far from the customer or the technology. Core sales executive competencies include:

Presales Leadership • Value Based Selling • Innovation • Sales Strategy  
Communication • Team Development • Employee Recognition

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## PROFESSIONAL EXPERIENCE

### **MICROSTRATEGY • Tysons Corner, VA • 2009 – Present**

*Senior Director of Sales Engineering, Central and Retail*

Recruited, managed, and retained an award winning team consisting of 7 direct reports including a director, a manager, and 5 sales engineers with a total team size of 18 covering 20 states in the Central United States. Achieved 109% of Quota for FY2013 and was awarded SE Director of the Year. Engaged in and instrumental to the largest and most complex sales cycles across the region, including 5 deals over \$2.5M. Innovative highlights include:

- Cloud evangelist - Led team to create first cloud based demo servers and online demo library, initially in AWS but then brought in house
- Worked on team to create our easily customizable Chameleon demo system
- Formalized communication and handoff between presales and consulting
- Proposed and validated streamlined activity management system
- Participated in invitation only 2014 Product Management & Technology Summit

### **ORACLE • Redwood City, CA • 2005 – 2009**

*Solution Architect, Commercial Accounts – Great Lakes District*

Led all aspects of technical sales campaigns for Fortune 1000 and mid-tier accounts. Engaged throughout entire sales cycle on opportunity discovery, technical qualification, solution mapping, architecture planning, product positioning, competitive differentiation, and pilot implementation. Highlights include:

- Developed and published a cheat sheet to outflank competitors including IBM, Microsoft, and IBI
- Consistently considered the go-to SE for any new Oracle technology
- Regular public speaking engagements to large audiences at user group events and conferences
- Established and maintained relationships with key industry partners to expand indirect channel and third party ecosystem

### **MICROSTRATEGY • Tysons Corner, VA • 1998 – 2005**

*Various roles including: Consultant, Practice Manager, Consulting Director, and Sales Engineer*

### **CYBERNET SYSTEMS • Ann Arbor, MI • 1993 – 1998**

*Various roles including: Research Engineer, Project Manager, and Product Manager*

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## EDUCATION

**Bachelor of Science in Engineering – Computer Engineering**  
**UNIVERSITY OF MICHIGAN • Ann Arbor, MI • 1995**

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## PROFESSIONAL SKILLS & TRAINING

### General Technology Expertise

Business Intelligence • Data Warehousing • Web Application Development • Mobile App Development  
Commercial Software Development • Service Oriented Architecture • Grid and Virtualized Architectures  
Cloud Computing • Enterprise & Mobile Security • Big Data

### Product Expertise

MicroStrategy Analytics Platform • Oracle Database • Oracle Application Server  
Oracle Business Intelligence • AWS Platform • Salesforce CRM  
Apache Tomcat • Apache Hadoop / Hive

### Technologies

Objective C • Swift • Java • Javascript • SQL • Perl • HTML • XQuery  
Web Services (SOAP/REST) • SAML • LDAP • XML

### Seminars

Blessing-White Technical Leadership Seminar • Miller-Heiman Sales Training  
Decker Effective Communication Seminar • Corporate Visions: Power Messaging  
SPG: Discovering Customer Value • Peter Cohen: Great Demo

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## AWARDS & PATENTS

**Patent # 6,050,940:** General-purpose medical instrumentation: collection, distribution, and analysis.

### Awards

#### *MicroStrategy*

- Americas SE Director of the Year, 2013 – 109% of Quota (\$29.6M)
- SE Director of the Quarter, Q3-2013 – 132% of Quota
- SE Director of the Quarter, Q4-2012 – 191% of Quota
- Americas SE Director of the Year, 2011 – 148% of Quota
- World Wide SE Director of the Year, 2011 (World wide awards not based on quota)
- SE Director of the Quarter Q4-2011 – 183% of Quota
- SE Director of the Quarter Q3-2010 – 167% of Quota

#### *Oracle*

- Deal of the Quarter, Q3-2006 -- \$1.8M at R.L. Polk

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## RELEVANT INTERESTS

### Apple iOS Developer

With 5 Apps in the Apple App Store, sales last year exceeded 2,300 units and generated over \$7,000 in proceeds. An App was included on a slide presented at an Apple Keynote by Craig Federighi (VP of Software Engineering, Apple). See: [www.Daedalus-onWing.com](http://www.Daedalus-onWing.com)