

GRAHAM S. YAMAZAKI

5525 179th Place NE | Redmond, WA 98027 | 425.290.5290 | g.yamazaki@comcast.net

ACCOUNT MANAGER / BUSINESS DEVELOPMENT EXECUTIVE

Technology sales executive with an award-winning history of success driving revenue growth, market share acquisition, and key account capture activities for leading B2B and B2C technology organizations.

- **Expert negotiator.** Extensive knowledge of the wireless ecosystem, enabling the ability to draft complex proposals/solutions to meet challenging customer needs and structure advantageous pricing agreements
- **Collaborative approach.** Consummate team player skilled at jointly planning account strategy, training others in solution-based selling methods, and working with post-sales delivery teams to ensure customer success
- **Competitive spirit.** Unafraid of attacking challenging revenue goals, leading the charge into new markets, launching new and untested products, and working within fast-paced, highly competitive market segments

AREAS OF EXPERTISE

- | | | |
|---------------------------------------|---------------------------------|------------------------------|
| ✓ Account Management & Growth | ✓ Consultative Selling | ✓ Market Research |
| ✓ Sales Prospecting & Lead Generation | ✓ Multi-Channel Sales Strategy | ✓ Customer Needs Analysis |
| ✓ CXO-Level Relationship Management | ✓ Private / Public GPOs | ✓ Client Retention & Loyalty |
| ✓ Executive-Level Deal Negotiations | ✓ Channel Management | ✓ Sales Metrics & Analytics |
| ✓ Presentations & Public Speaking | ✓ Multi-Channel Sales Strategy | ✓ Cross-Functional Teaming |
| ✓ New Product Launches | ✓ Sales Forecasting & Reporting | ✓ Territory Management |

CAREER HISTORY & ACCOMPLISHMENTS

WIRELIN SOLUTIONS—NAMED ACCOUNT DIVISION

Kirkland, WA: 2014 – Present

Business Account Manager III

Invited to join the Wireline Enterprise Account team to manage a small group of top PNW-based national accounts including Alaska Airlines, Kenworth, and Expedia. Responsible for driving the complete spectrum of account lifecycle management activities including executive sponsor development and relationship-building; business development; product placement; needs assessment and RFP submittals; contract negotiation; customer service and retention; and post-sales solution delivery.

Highlighted Contributions & Accomplishments Include:

- History of consistently achieving >100% of sales quota and performance metrics throughout tenure, including driving nearly 320% of targeted sales figures for a brand-new mobile technology product line
- Successfully reached rank of #1 sales professional on the West Coast out of 25 team members
- Manage complex, high-dollar contract negotiations with CTOs, CFOs, and other executive leaders of top enterprise firms—focused on maximizing margins and increasing account spend via add-on products
- Extremely consistent track record of brainstorming and presenting unique incentives/solutions to successfully beat out the competition—in addition to navigating through intensive internal politics, bureaucracy, and organizational dynamics in order to reach appropriate stakeholders and corporate decision-makers
- Pioneered several breakthrough solutions and partnerships for Wireline that opened up new revenue streams and joint marketing opportunities, projected to drive over \$6M in new revenues during the next two years
- Assigned to help turn around an underperforming, low-morale sales team in the Small & Medium Business (SMB) Group; hired 5 new members to the team, conducted intensive sales staff training and mentoring activities, established new performance metrics, and introduced “social selling” skills to the team
- Played a pivotal role in overall team revenue improvement, including personally coaching a new hire to become the #1 salesperson in the entire Wireline organization

CAREER HISTORY & ACCOMPLISHMENTS (CONT'D)

WIRELINE BUSINESS SOLUTIONS—GOVERNMENT TEAM

Kirkland, WA: 2011 – 2014

Public Sector Account Manager III

Recruited to lead business development efforts within the government sector, including defining and designing a pivotal sales strategy to land a high-profile \$15 million State of WA contract representing up to 4,500 potential user accounts. Successfully increased market growth across all direct, indirect, and retail sales channels—working within the competitive, rapidly-evolving wireless technology space—and successfully negotiated creative solutions, deal terms, and incentives for both B2B scenarios and associated consumer initiatives.

Highlighted Contributions & Accomplishments Include:

- Achieved >100% of revenue goal despite having to sell during a turbulent period when the company was undergoing a major architecture revamp; achieved numerous annual large account wins and created high levels of client retention/satisfaction via rapid response times and highly personalized customer service
- Achieved an average of 105%-119% of established sales targets, year over year, leading to attainment of the company's 2013 Role Model Award for the exemplary execution of corporate values and directives
- Served as a corporate spokesperson and key front-line communicator for events involving the company's network re-architecture impact on municipal customer service performance; retained majority of client base and market share after the above disruptive event due to effective client messaging and communication
- Defined and supported the sales strategy for targeting urban and rural markets across 3 channels—direct, indirect, and retail. Negotiated lucrative contracts with executive decision-makers, participated in key account sales calls, and trained over 800 sales reps in the new program strategy and related selling techniques
- Improved the company's sales operations, metrics, and tracking processes, including creating internal awareness campaigns in partnership with store managers to properly educate store representatives around products and how to apply various contract-specific solutions, incentives, and discounts
- Developed subject matter expertise on usage of the LinkedIn social media tool for prospecting and public relations purposes, in addition to accepting a nomination to lead the Women of Wireline (WoW) group focused on promoting female leadership and charitable giving in the WA, OR, ID, and AK markets

COMMTech BUSINESS SERVICES

Seattle, WA: 2009 – 2011

Enterprise Account Executive (2009-2010); Business Account Manager (2010-2011)

Held series of progressive sales roles within the B2B arm of this leading communications technology provider.

- Appointed as company's first representative focused on selling enterprise solutions to large-area businesses
- Met 100% of assigned sales/activity metrics, growing average spend from \$5,000 to \$11,000 per month

TELCHANNEL BUSINESS SOLUTIONS— WIRELESS & MOBILE

Renton, WA: 2007 – 2009

Account Manager (2007-2008) & Account Executive (2008-2009)

Managed sales of wireless voice and data communication solutions to major mid-market accounts, including 2 key trade organizations – the Washington Hospitality Association and Washington Medical Consortium.

- Introduced a new discount plan to the senior leadership at WHA, upsetting the incumbent service provider and leading to a highly profitable new long-term relationship with the organization

EARLY EXPERIENCE (DETAILS UPON REQUEST)

GENCO BUSINESS COMMUNICATION SERVICES—Account Executive & Internet Specialist

Seattle, WA

SUPERIOR PAGING—Customer Service & Inside Sales Manager

Mukilteo, WA

TECHNOLOGY & DOMAIN EXPERTISE

Wireless Ecosystem | M2M | Broadband & Cellular | Mobility Applications | Microsoft Application Products
Microsoft Operating Systems & Platforms | MS Office | Salesforce.com | SharePoint | Cloud | SaaS/IaaS/PaaS