

# Marcus C. Wasdin

(770) 833-2483  
marcus@wasdin.com

3779 Sutton Place Ct  
Tucker, GA 30084

Successful and driven executive providing leadership, innovation, technology and business acumen. Experienced in driving revenue growth, improving processes and increasing market share in a highly competitive market. Skilled in long-term relationship building, assembling and managing global teams and coordinating consensus with key internal and external decision makers. Strong leadership skills with ability to focus on people and process to accomplish goals. Demonstrate broad-based strengths in:

- Strategic Planning
- Technical Pre Sales
- Leading Global Teams
- Public Speaking
- Process Optimization
- Consulting
- Training & Development
- Coaching & Management
- Applying Technology to Process
- Software M&A
- Talent Management Technology
- P&L Management/Budgeting

## Professional Experience

### **i4cp – Institute for Corporate Productivity**

**August 2008 – April 2009**

*Building on the 40 year history of HRI, i4cp's mission is to improve corporate and workforce productivity through a combination of peer communities, research, tools and technology focusing on the management of human capital.*

#### **Sales Director**

Devised and implemented targeted demand generation, sales campaign and sales process for a small startup company over a 10 state region while carrying a personal quota.

- Key contributor to standard sales process improvement including presentations and development of solution focused demonstration practices
- Advised Darden Restaurants on 5 year strategic HR technology plan
- Consulted Chrysler on process to consolidate 6 separate learning management systems into 1 global system

### **Eclipsys Corporation**

**September 2007 – June 2008**

*Eclipsys is a leading provider of information solutions that help hospitals and health systems more-effectively manage the business of healthcare and achieve measurable, sustainable and improved outcomes.*

#### **Vice President, Sales Support**

Led 60 member sales support organization to deliver on quota of over \$500M.

- Led Clinical Executive team (Physicians, Nurses and Pharmacists) responsible for product demos. Transformed team from feature/function demos to solution based presentations and implemented a commission based compensation plan focused on rewarding performance
- Directed US and India based technical services team responsible for infrastructure/configuration of sales organization. Ramped up a 15 member India services team including physicians and nurses.
- Led team responsible for customer reference program with over 40 customer reference sites
- Directed activities of Outcomes Strategy Center, a million dollar facility designed to showcase Eclipsys Solutions in a live medical environment to prospective clients

### **SumTotal Systems, Inc.**

**April, 2000 – September, 2007**

*SumTotal Systems is a global provider of talent and learning management solutions. SumTotal deploys mission-critical solutions designed to align goals, develop skills, assess performance, plan for succession and set compensation.*

#### **Vice President, Marketing and Product Management**

**June, 2007 – September, 2007**

Member of executive staff, directed worldwide marketing function and managed direction across entire product suite.

- Directed \$3M corporate marketing budget
- Co-Author of SumTotal edition of "Talent Management for Dummies" book through Wiley Publishing.
- Integral in development of quarterly earnings call messaging and scripts
- Defined and managed requirements for first level integration of the SumTotal LMS and newly purchased performance management product line to deliver full talent management suite

# Marcus C. Wasdin

---

## **Vice President, Sales Support**

**November, 2004 – June, 2007**

Led 20 member worldwide pre-sales team achieving over \$80M in 2006.

- Solution expert in SumTotal M&A activities.
- Devised and implemented product selling strategies resulting in solution focused product demonstrations for a complex software product
- Executive team member of M&A activities for product portfolio expansion. Created solution criteria and evaluated talent management companies leading to SumTotal's \$13M purchase of MindSolve.
- Created messaging for SumTotal's new integrated Talent Management Solution as well as designed and delivered training for worldwide sales force of 60+ sales executives and technologists

## **Director, Sales Support**

**March, 2004 – November, 2004**

Directed activities of pre-sales team covering the eastern United States.

- Managed pre-sales team of 7 that achieved 120% of quota while personally contributing \$2.5M in revenue
- Devised guided "hands on" process for prospect software trials which became a key sales strategy and competitive advantage
- Implemented centrally managed virtual machine platform for standard demo environment

## **Senior Sales Application Engineer**

**April, 2000 – March, 2004**

Managed all technical resources for sales cycle. Worked closely with account managers in a team environment to drive closure of sales opportunities

- Identified client business drivers and developed customized demos focused on specific business solutions
- Recognized as Top Application Engineer in the company for 2002
- Achieved Presidents Club for Sales Excellence in 2001, 2002 and 2004 (there was no club trip in 2003)
- Personal clients: Wachovia, Cingular Wireless, J&J, GlaxoSmithKline, Cap Gemini E & Y, Lowe's, Walt Disney

## **Arthur Andersen, LLP**

**1991 – April 2000**

*Arthur Andersen was a global management consulting, technology services and outsourcing company.*

## **Manager, Technical Selection and Deployment – Virtual Learning Network (VLN)**

**1998 - 2000**

- Led software selection team for Learning Management Component of Virtual Learning Network
- Led integration of Learning Management solution with Virtual Learning Network core product
- Led technical aspects of all VLN deployments, including planning and project management
- Created and implemented deployment methodology and process documents for VLN deployments
- Provided leadership for diverse deployment staff, including 5 team members and outsourced resources
- Led technical discussions with clients, including product demonstrations and presentations

## **Designer/Developer**

**1997 - 1998**

- Founding member of the core development team for the Virtual Learning Network
- Developed learning management functionality using Java and object-oriented database technology

## **Project Leader, Customer Service Application**

**1996 - 1997**

- Designed and led development of Lotus Notes based customer service application for the Advanced Technology Consulting Group including prototype development, detailed design, testing and training
- Implemented customer service application which increased response and accuracy by 50%

## **Systems Administrator/Technical Support Supervisor**

**1991 - 1996**

- Supervised technical staff of 8 responsible for support of South East Region
- Designed and administered Novell Netware and Windows NT LAN/WAN for a 2000 node network

## **Education**

**Georgia State University**, Atlanta, GA

BBA with Honors, Computer Information Systems, 1995