**A. BROOKE CALHOUN**

**ashleybcalhoun@gmail.com**

**770.827.7055**

**Agile DevOps Product and Project Manager**

Program Manager with experience in ServiceNow DevOps, SCRUM methods, Project Management, Project Planning, Resource Allocation & Planning, IT Consulting, Network Transformation, Cost Optimization, TBM Strategy, direct sales, SAP Business Objects, Analytics, HANA, Advertising & PR, B2B, social, and digital marketing. Most of my experience has been around the managing of strategic tactical BI initiatives through enterprise software sales, vertical industry knowledge helping to optimize the effectiveness & understanding of the efforts and outreach associated with growth & profitability. Experience in business development across diverse verticals via solution oriented sales, SAP, SAP Analytics, BOBJ, HANA, Lumira, Crystal Reports, Salesforce, data verification, data appending, targeted list building, targeted media reports, dashboard analysis, MS Office, Boolean Search Logic, CRM, area leadership, business intelligence, NLP technology, enterprise applications, platform demonstrations, product training, quality assurance, data analytics, Process Management systems, Custom application development, sales team development, filling project placements by way of my engineering team, operational effectiveness, data-management, International prospecting, inside sales, International sales, sentiment analysis, social media strategy, data analyst, enterprise solutions, marketing strategist, PR, and experience selling several different SaaS platforms.

**Experience**

**Mercer/ Mercer Digital**

**Project Management ServiceNow Practice Mercer**

**October 2019 – Present**

Project Manager with Mercer Digital as a ServiceNow subject matter expert. Focused on supporting our implementation team and NAM sales. I use my experience as a Sr. Project Manager with ServiceNow within the cloud infrastructure automation space, to help clients with user adoption, deployment, and implementation of both ServiceNow and Workday platforms. Responsible for identifying, managing, resourcing, developing and executing project plans for large-scale ServiceNow projects. Responsible for optimizing the utilization of resources to realize the project objectives within schedule and budget; maintaining an enterprise, cross technology view during execution and leading the project team through company project processes. Areas of expertise range from platform mobility, workflow automation, integrations, customized Employee Portals, and Digital/HR Transformations.

♦ Direct all matters of design, analysis, and development of assigned projects within the organization. Including DevOps from dev -> prod ♦Develop system documentation, specifications, and procedures.

♦ Ensured that all user requirements and success criteria are documented and achieved.

♦ Project planning activities with the use of best practice project management methodologies.

♦ Full E2E development lifecycle; from requirements gathering, DevOps, E2E testing, implementation, and aftercare.

♦ Lead the charge on IT projects while monitoring the progress throughout.

**ServiceNow**

**Senior Project Manager for DevOps (Cloud Infrastructure Automation)**

**February 2018 – September 2019**

Responsible for managing the day-to-day activities of the SEDEVOps division of our Cloud Infrastructure Automation Team. Handling some of ServiceNow’s largest clients i.e. Oracle, as well as the development of ServiceNow’s platform in general. I oversee the planning of the resources, client meetings, status reporting, and project planning with teams from Australia, London, Atlanta, and California. Managing both internal cloud automations for full-platform ServiceNow

♦ Held daily SCRUM meetings with development team to identify project progress, blockers, and plans for the day.

♦ Create bi-monthly reports for the executive team, exhibiting Quarterly progress, and alignment with Quarterly OKRs. Contact customers and stakeholders on a weekly basis to discuss new needs, progress, backlog items, and expectations.

♦ Consult with ServiceNow thought leaders, management, peers, and development team weekly to maintain project timeline, deliverables, and solutions to both quarterly deliverables and new requirements.

**StudentBridge, LLC.**

**Client Success Manager**

**June 2017- December 2017**

Responsible for establishing and maintaining customer service relationships with my company’s largest customers. By using my communication, sales, and presentation skills to train associates on how to deliver premium customer service. I utilize my exceptionally strong analytical skills to look over any critical customer service issue and make recommendations that eventually lead to an increased client retention rate of 86 percent among the top 10 percent of our customers.

♦ Built client relationships by acting as the liaison between the customer service and sales teams. Created proposals for new and repeat customer business transactions. Contacted regular and prospective customers to explain product features and solicit orders.

♦ Oversaw sales forecasting, goal setting and performance reporting for all accounts. Negotiated prices, terms of sale and service agreements.

♦ Trained peers and management team on internal system supports and implementation plans. Consulted with clients after sales and contract signing to resolve problems and provide ongoing support.

**Spiralogics, Inc.**

**Director of Business Development and Sales**

**August 2016 - September 2017**

Managed all aspects of the sales process from prospecting, cold-calling, outside sales meetings, internal sales methodologies, sales training, sales quotas, recruiting, sales team, personal sales deliverables, and closing and everything in-between. Focused on end-to-end scoping and requirements gathering, as well as implementation for both web and mobile based custom applications.

♦ Wrote, managed, and updated all social media outlets including blogs, blog content, WordPress, and web content. Met weekly with the Global team to discuss new product developments, and upcoming projects for my engineering team.

♦ Responsible for and consistent with providing project work for my engineering team. Overseer of all marketing efforts including product positioning, website design and content, and outbound sales messaging.

♦ Helped with company infrastructure and internal processes. Meet with clients both remotely and in person, attended networking events and trade shows, as well as client facing travel when needed. Identified, Defined, Communicated, and Implemented processes regarding new opportunities for competitive effectiveness. Handled sales training including defining sales methodologies, objection handling, and competitor knowledge.

♦ Quarterly Quota of $6M which I was fully responsible for and included the sales of my team of 2. 50% of quarterly quota being on the software side, 30% being on the services side. Currently was sitting on $8.3M in total sales, with my average deal size being $650k including services. Consistently exceeded expectations by way of quota contributions as well as BI insight for company and product development messaging.

**Kingfisher, Inc.**

**Director of Sales Kingfisher**

**March 2015 - July 2016**

Focused mainly on outside sales, by way of SAP Partner relationships and events. Found success working in named enterprise accounts, as well as a large global territory with focus on expanding the brand, business development, and generating revenue. Led sales team by working with customers to help create innovative technology solutions across industries, driving revenue growth, increasing market adoption, strengthening partner relationships with SAP, and enabling customer success. Excelled in working with both Large Enterprise Software Organizations and smaller, innovative technology organizations.

♦ Kept a healthy pipeline for the consulting arm by selling consulting services to accompany SAP Business Objects Business Intelligence (BOBJ) solutions/ HANA servers/ and data warehousing investments. Consultative approach to finding client “use cases” for BI, Data Governance, and HANA

♦ Proven ability to collaborate with professionals at all organization levels. Proficient in creating sales strategies and managing sales processes from inception to close. Extensive experience in solution selling, sales enablement, and sales processes

♦ Lead the development of the new industry Business Unit for both the Higher Education and Public Sectors. Quarterly quota for the team which I was responsible for was $5M in software sales including upgrades and installs, as well as $5M in services where I allocated my internal resources to product development.

♦ I personally was required to contribute $2M quarterly to overall team quota. Finished year on 120% of personal quota contributing $9.6 M for the year. Excellent communication and team building skills to insure business goal alignment. Skilled in uncovering opportunities and fostering new / existing relationships to achieve sales objectives. Created and executed sales plays for Business Analytics & Intelligence Solutions by teaming with SAP on Large Enterprise accounts

**Social123, Inc.**

**Senior Sales Director**

**April 2014- March 2015**

Handpicked by management to create a new sales force in Southeast America and Europe. Lead a team supporting both Consumer and B2B data analysis sales and created a salesforce to execute on company sales initiatives and operations. Provided sales and client support regarding data deliverables, spanning over three main product lines, and data maintenance verticals leading to over $400,000 in add-on business for the firm. Selected by management to support new business opportunities in Central Europe and chosen as a keynote speaker at several local data conventions with the ATDC community.

 ♦ Responsible for performing the management functions of planning, coordinating, implementing and controlling related to various data quality assessment tasks. Made certain that the data complies with the user needs and expectations referring to quality and legality (CASL)

♦ Cleansed and appended data using a server to server negotiation and email validation platform

♦ Interact effectively with the user community to produce analysis results, warranting increased data quality and data integrations. Reported statistical confidence intervals across a variety of data, allowing client statisticians to discover trends in critical customer data

**Meltwater Group**

**Senior Sales Consultant**

**Jule 2012- April 2014**

Chosen to develop the office in ATL and increase office sales to make ATL a top-5 performing office in NAM. Accountable for all aspects of the sales cycle, from prospecting for new leads, cold calling, product demos, contract negotiations, content deliverables, to financial receivables and invoicing. Lead NAM East in sales for several consecutive quarters by understanding my client’s needs, meeting targets of any size, and exceeding all expectations.

♦ Accountable for all aspects of the sales cycle, from prospecting for new leads, cold calling, product demos, contract negotiations, content deliverables, to financial receivables and invoicing. Lead NAM East in sales for several consecutive quarters by understanding my client's needs, meeting targets of any size, and exceeding all expectations.

♦ Personally, acquired business with clients ranging from MiLB, Nike Communications, BOKU, American Medical Association, Pirelli, United Nations Environment Programme, Proteus Digital Health, Wycliffe Bible Translators, AMSA, Phusion Projects, Global Franchise Group, NAICU, DC Department of Health, and expanded business into Canada with the Archdiocese of Montreal.

♦ Top producer in my regional area in Q1 and Q2, exceeding 150% of international sales requirements. Obtained a 94% renewal rate for earned business portfolio, and Demo-to-deal ratio of 2:1**.**

**Cumulus Media, Inc.**

**Account Executive**

**November 2012 - June 2012**

♦ Selected to manage and produce sales in the Southeast. Responsible for all sales and quotas within the territory and the understanding of specific market needs based on current market trends. This included all radio station communications respective to geographical territories. Recipient of promotional awards based on performance. Promoted to manage the Miami, FL, Chattanooga, TN, and Jackson, MS markets. Demonstrated ability to creatively generate new business and lead flow; excelled at cold calling. Prospected for and closed new accounts with merchants including restaurants and city run specialty event facilities; consistently contacted new customers to address any product issues. Analyzed sales and current trends to identify growth opportunities in order to create appropriate account selections for specific markets

**Security Credit Services, LLC.**

**Negotiations Specialist**

**July 2011 - November 2012**

♦ Generated the business that grew the company in 30% increase in collections. Negotiated settlements on delinquent accounts with borrowers, resulting in successful collections. Maintained CRM intranet of 10,000 borrowers by updating borrower information and performing periodic account verifications to ensure compliance with federal and state regulated credit bureaus. Properly accounted for and monitored an average of $20,000 in payment collections daily. Facilitated consultations with borrowers and creditors to resolve outstanding debts in a mutually beneficial manner

**The Nielsen Company**

**Market Research Analyst and Sales Intern**

**May 2009 - October 2010**

♦ Produced media kits featuring innovative market analysis for use in sales presentations. Efforts were credited as instrumental in the closing of approximately 200 deals. Performed market research and employed demographic profiling techniques on a daily basis to identify and capitalize on opportunities in speculative markets. Prospected and maintained an Excel database of over 6,000 conference attendee profiles

**Education**

***Bachelor of Business Administration, BBA Marketing*** *- Kennesaw State University- Coles College of Business* **2010**

***Bachelor of Business Administration, BBA Management -*** *Kennesaw State University- Coles College of Business* **2010**

**Selected Activities, Skills, and Accolades**

Kappa Delta Sorority, Relay for Life Participant, Kennesaw State University Marketing Association, Big Data Week in Atlanta, ATDC Presenter, Senior Student Council Class President, Miss Georgia Teen USA 2004, Top 15 Miss Teen USA 2004, Boolean Search Logic, SaaS, Salesforce, CRM, Habitat for Humanity, Katrina Relief work, Goodwill volunteer, Atlanta Track Club, SAP, Atlanta Sport and Social Club, ASUG, SAP BI Sales Certified including the following certifications: SAP Sales Methodology, SAP Value Selling BOBJ, SAP Business Intelligence and Predictive Analytic Solutions, SAP Introduction and Sales Readiness for HANA and SAP Lumira, Agile project Manager trained in SCRUM, ServiceNow HRSD, ITIL, ITSM, certified as well as an additional 40+ microcerts from Servicenow.