

Steve Cantrell

Project Manager - Vendor Management - Channel Sales - Start-up Savvy

PROFESSIONAL EXPERIENCE

Sales Project Manager

Converged Network Services Group – *Acquired by AppSmart*

Oct 2018 – Sep 2022

Raleigh, NC Remote

Provided project management services through various stages of telecommunications and technology projects as a dedicated resource supporting SMB and enterprise clients, channel sales partners and company leadership for a regional division of a telecom master agency.

Improved vendor management by centralizing communication, implementing a consistent RFP system, collaborating with vendors to identify creative and cost-saving solutions for customer projects, while doubling the number of active domestic and international suppliers for data connectivity, cloud, private network, security, storage and voice services.

Negotiated price and contract terms with vendors, facilitated the revision process for service level agreements, executed all contracts, coordinated implementations with multiple vendors through periodic web-based meetings and evaluated supplier performance after each installation was completed.

Researched and implemented productivity, CRM, database, and automation software to update customer-facing processes and modernize proposals and presentations, while providing visibility for project stakeholders through periodic web-based meetings and online dashboards.

Introduced scheduled reports for company leadership, project stakeholders, sales staff and channel partners featuring customer inventories, open opportunities, closed sales, installation statuses, commission payments, and renewal opportunities.

Channel Development Manager

Hypercore Networks – *Acquired by Nitel*

Aug 2016 – Mar 2018

Austin, TX Hybrid

- Established a channel sales program for a startup telecommunications service provider with a portfolio that included over 200 technology and telecommunications suppliers, adding substantial recurring revenue and reaching profitability within ten months.
- Identified and evaluated technology and telecommunications suppliers, successfully locating providers for rural businesses and companies seeking network diversity. Referred suppliers to management for inclusion within the product portfolio, providing strategic advantages against competitors.
- old several multisite opportunities and managed the projects from vendor selection through installation that included internet connectivity, network hardware, dark fiber, point-to-point wireless, submarine backhaul, voice services and backup cellular devices.
- Leveraged master agency/distributor relationships to qualify and recruit channel sales teams from MSP, VAR and technology integration partners in an assigned territory.
- Managed onboarding, coaching and periodic channel partner reviews to maintain preferred vendor status and to provide current supplier and service information.
- Coordinated social media marketing and trade show events to attract new channel partners, and managed incentive programs to reward partners for reaching sales goals or increasing sales volume.
- Customized CRM software and incorporated productivity tools and workflow processes to reduce response time for partner requests and provide structure for increased sales activity.

CONTACT

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Austin, TX

EDUCATION

Rice University
Houston, TX

- Economics
- Managerial Studies

SKILLS

Vendor Management
Project Management
Telecommunications
Process Improvement
Contract Negotiation
Global Sourcing
Channel Development
IT Sourcing
Project Scheduling
Strategic Sourcing
Supplier Performance
Procurement
Event Planning

TECH

Data Connectivity	S
Cloud Migration	
Private Networks	
Network Security	
Contact Centers	L
Data Centers	
SIP/Hosted VoIP	
Fixed Wireless	M
Wi-Fi Networks	
Smartsheet	
Airtable	
Salesforce	C
SugarCRM	
Microsoft 365	
ClickUp	C
Hubspot	
Asana	

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Agent Development Manager

Powernet

Jun 2015 - Jul 2016

Cincinnati, OH Remote

- Recruited and developed telecom agents through master agencies, independent consultants and VARS nationwide to expand the customer base outside of the Cincinnati area for a prominent CLEC originally operating within Ohio.
- Conducted on-site and web-based training on data connectivity, TDM Voice and SIP services provided through company-owned carrier-grade switching equipment.
- Generated comprehensive quotes and assisted agents throughout the investigative consultation process and sale.
- Maintained a sales funnel for management and provided agents with progress reports, commission reports and incentive program details.
- Tested several sales strategies to overcome objections related to the lack of presence in the southern U.S. and higher prices for similar services provided by local businesses.

Regional Sales Director

Globalinx - Acquired by Birch Telecom

Aug 2014 - Apr 2015

Rochester, NY Remote

- Managed and trained sales partners in the indirect telecom channel for an internet service and hosted VoIP reseller affiliated with Master Agencies, independent consultants and VARS throughout the South Central and Western U.S.
- Provided quote assistance, phone/on-site consultation, order placement direction and sales guidance for agents to be able to fully understand and articulate the company's sales process and solutions to their client base.
- Consistently maintained a sales funnel for management that tracked orders, opportunities, and agent activity meeting or exceeding monthly goals.

Sr Channel Manager

Reallinx - Acquired by GTT Telecom

Mar 2008 - Aug 2014

Austin, TX

- Recruited new referral agents and partners to develop a channel sales program for a startup telecom aggregator representing over one hundred equipment and service providers and offering SIP-based hosted voice services through company-owned carrier grade equipment and software.
- Established relationships with telecom master agencies and technology integrators, training sales teams on the benefits of introducing their customer base to our single-source provider model for internet, voice and network services.
- Researched and evaluated vendors in response to partner quote requests to quickly return comprehensive options for qualified solutions. Coordinated sales partners and vendors to review proposals and plan a cohesive sales strategy for each opportunity.
- Generated additional company revenue through direct sales to local businesses, focusing on multi-site and multi-product opportunities. Qualified twice for annual President's Club trips offered by vendors for sales that generated over \$100K in recurring monthly revenue.
- Planned and marketed networking events and attended industry trade shows to stay up to date on technology trends while connecting with existing partners, promoting the company brand, and recruiting additional referral and channel partners.
- Appointed as the unofficial HR Director responsible for creating orientation and training materials to review with new employees, setting up access to all online tools, assigning office space and sourcing computer and phone equipment. Coordinated two office moves to accommodate company growth as the unofficial Facilities Manager.

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