

Thomas W. McGrath

312-725-6550 • tom@tommcgrath.net

Executive Technology Management Professional

Technology Manager with 15+ years of experience architecting and selling software to clients increasing operational visibility and improving efficiency while reducing costs. Implements global strategies, plans, processes and resources to enhance operational performance. Management style challenges teams to focus on process optimization, innovation, customer satisfaction, and waste elimination. Has a true passion for Technology: assisting non-profit organizations in leveraging technologies leading to increased donations while reducing volunteer effort and developing mobile applications.

PROFESSIONAL EXPERIENCE

Google, San Francisco, CA 2022-11 to Present

Sales Engineering Director, Strategic Accounts collaborating cross-functionally internally and externally leading to each customer's success on Google Cloud, achieving 125% of quota (\$XXXm) across 3 major digital native accounts.

- Enabled new upside opportunities and deepened customer relationships through actively facilitating team's creative rethinking of customer businesses and positioning Cloud Solutions as enablers to future success.
- Developed relationships with Dir+ contacts within target accounts enabling quick mutual execution on shared goals and expedited deal execution.
- Strategically planned for organizational territory alignment while enabling each individual's career goal successes through coaching on sales and technical best practices.
- Nurtured relationships with multiple internal teams ensuring customer success on the platform while unblocking significant revenue (\$XXm/ARR).
- Ensured team engaged in thought leadership activities including public speaking engagements and blogs to create additional revenue potential within and beyond the territory.
- Created an environment of psychological safety through active team engagement.

Google, New York, NY 2022-03 to 2022-11

Senior Sales Engineer quickly developing trusted advisor C-Level relationships within Media and Entertainment accounts ensuring Google Cloud technologies are included in each customer's consumer-facing products. Achieved 100%+ attainment across territory and a \$XXm/2yrs deal. Created \$XXm/yr in new revenue opportunities. Clients include: Vimeo, IAC Interactive, Angi, Ask Media Group, and Care.com.

- Created strategic innovation playbook for account with no existing relationship which made the CTO a "big fan" of Google Cloud and positioned a \$XXm/yr deal.
- Co-innovated with customers to develop, implement, and rollout Private Access products ensuring progress continued forward by clarifying business outcomes.
- Led a team of Sales Engineers to streamline internal processes, reducing burdens on time and ensuring more time spent with customers.
- Covered for team manager during vacation absences, enabling team continuity.

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SingleStore, Chicago, IL

2021-08 to 2022-02

Sales Engineering Director coaching a team of Technical DBAs who are new to sales and cloud architectures on best practices to achieve customer wins: methodical discovery with customers, presentation delivery, demonstration of key product differentiators, delivering on proof-of-concepts linked to customer business objectives, cross-functional partnerships, and creative issue resolution.

- Significantly improved POC win rate by upskilling SEs and AEs on qualification frameworks
- Revamped Customer-facing Technical Presentations with key product differentiators ensuring ample time for Account Team discovery questions
- Recommended Google Cloud Partnership GTM positioning creating multiple new leads
- Aligned SEs to customer needs based on expertise ensuring deals close uninterrupted
- Leveraged existing contacts within customer accounts to create new opportunities
- Set Team MBOs to drive the business forward and remove obstacles to deals closed with strategic investments across: ready to go Solution Architectures, Demo Development (tied to team-led customer POCs), Quick How-To videos, Customer Wins, Blog and Social Posts, and centralization of assets

Google, Chicago, San Francisco, Los Angeles

2017-07 to 2021-07

Senior Sales Engineer demonstrating Google Cloud's value while challenging customer views and developing deep CTO, CIO, Eng VP, and Strategic Advisor relationships within accounts to influence ~\$500m in revenue with landmark wins over AWS. Single-handedly closed an \$XXm deal. Clients include: Target, Riot Games, Activision/Blizzard, and Reddit.

- Created compelling Google Cloud opportunities for customers: working cross-functionally across Google and running Design Sprints for senior non-technical customer stakeholders.
- Owned the Account Executive role for assigned accounts after a colleague's departure and closed the in-flight deals while developing deep empathy and understanding of the role.
- Collaborated with Cloud CTO Office and Product Managers on AI/ML and Data Analytics Co-innovation projects leading to Target's Partner of the Year Award.
- Resolved high complexity customer issues ensuring deals progressed forward to closure.
- Hosted and presented at events and hackathons while partnering with customers on their events to further expand reach within the market.
- As Team Lead, mentored and coached numerous Sales Engineers reducing their ramp and time to customer impact by at least 50%. Invited to participate in an exclusive Leadership Training with only 50 other Sales Engineers from North America.
- Created greenfield account playbook with Sales Management improving Team execution.

MarkLogic, Chicago, IL

2015-03 to 2017-04

Senior Sales Engineer collaborating with team members to guide the technical portion of the sale in the Midwest Commercial Region. Develops close relationships with customers at all organizational levels while mapping requirements and value points to product functionality. The Midwest Commercial Region was named the top performing new region out of 10 other Regions worldwide for 2016 as revenue increased significantly. Clients include: Northern Trust, NBC, Meritor, Allstate, Kemper, Cars.com, US Bank, and the Canadian Government.

- Directed demo portfolio reworks accelerating customer understanding of complex technologies, shortening sales cycles by at least 30%.

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- Learned and integrated the product with other previously unknown technologies including Pivotal Cloud Foundry to advance sales.
- Guided customers through implementations with sound architecture strategy to ensure success and follow-up opportunities.
- Generated new leads through public speaking at conferences, blogs, and social media posts.

Oracle, Chicago, IL

2012-06 to 2015-03

Senior Sales Consultant supporting Public Sector Sales in planning, demonstrations, demo builds, business development and marketing for the WebCenter product line. Worked closely with customers providing custom presentations and solutions aligned to business problems for Public Sector entities in the US and Canada. Sales Team revenue in the territory nearly doubled year over year. Recognized as a Product Champion and presented at Collaborate. Clients include: SEC, Federal Reserve Bank, Coast Guard, and HUD.

- Developed Public Sector Web Experience Management demo increasing customer engagement and relevance.
- Created Business Development plan with marketing assets to enhance sales campaigns.
- Developed and delivered onsite product workshops providing customers with an in-depth understanding of the toolset to accelerate the sales process.
- Implemented WebCenter solutions which crossed Tech and Applications such as BI, Endeca, Rightnow and ATG increasing customer's overall solution value.

IT Convergence, Chicago, IL

2004-09 to 2012-06

Senior Consultant focused on selling, planning, executing and directing web site and business intelligence projects. Provided on-site and remote project management/development for clients ranging from start-ups to Fortune 1000 companies. Clients include: Oracle Applications User Group, Arby's Restaurant Group, and Noble Energy.

- Translated client web site and business intelligence requirements into technical solutions through integration of processes and creation of a complete technology architecture.
- Delivered customer-focused e-commerce solutions for start-up operations reducing customer operations team order management effort by 70-100%.
- Implemented on-demand reporting and dashboards increasing visibility into client company operations with drill-down report generation and alerting functionality based upon KPIs. Resulted in reduced IT workload and zero wait time for reports.
- Educated clients on system management enabling a reduction in third party support costs.

TECHNICAL SKILLS

Languages: Python, JavaScript, xQuery, SQL, PL/SQL, PHP, jQuery, CSS, HTML, Java
Technologies: AI, ML, Big Data, Analytics, Containers/Kubernetes, Business Intelligence, ETL, Database (Oracle / MySQL), Application Server, Salesforce, WordPress, Networking, DNS, SSO, Cloud (Google / AWS)

Platforms: UNIX/Linux, Windows, Mac OS, iOS, Oracle

Applications: Oracle E-Business Suite, Photoshop, Illustrator, Google Workspace, MS Office

EDUCATION

University of Wisconsin, Madison, WI

Bachelor of Science, Journalism; Concentration: Advertising & Public Relations, 2005.