

Adam S. Weisman



Professional History

<http://cv.traveladam.dk>

Adobe Systems Denmark, Copenhagen, Denmark

Senior Solutions Consultant – Adobe Global Services – (September 2013 – 2018)

Enthusiastic Senior Presales consultant specializing in Adobe Experience Cloud, Analytics Cloud. Adobe Analytics, Adobe Target Personalization, Core Services (Adobe Launch, Tag Manager, Mobil Services), Data Workbench – Advanced Analytics, Marketing Attribution Modeling – Adobe Certified Expert – Analyst

- Trusted Advisor to clients across Nordics, in various industries from Retail (H&M), Automotive (Volvo Trucks), Pharmaceutical, Finance (Danske Bank, Swedbank, SEB), Telecom (Telenor), Shipping (Tallink, Estonia), Manufacturing (Kone Elevator) who are moving further with their marketing digital transformation.
- Value Selling – articulating value to the client by using the ValuePrompter framework to identify business issues, problems and define a solution related to their business needs with budget considerations.
- Team player – Pan-Nordics team with both RFP and PoC teams remotely.
- Involved with Social by creating an Analytics web-blog, delivering presentations (2015 + 2016) on Marketing Systems at Niels Brock – Denmark's largest educational institution
- Participated in Adobe Symposium – London. Ask The Experts, Custom Demos, Tech Workshops.
- Delivered Webinars on Mobile Services, Mobile Analytics, Personalization, and Analysis Workspace – what's new.

QlikTech Nordic AB, Copenhagen, Denmark

Senior Enterprise Solution Architect – (2012 – August 2013)

Played a Key role in Enterprise level sales engagements. Responsible for delivering the enterprise ready, technical positioning of Qlik, via product mastery, being a trusted advisor, and communication skills and sales processes such as; Demo2Win!, Value Selling.

- Performed technical sales activities with the goal of driving regional revenue
- Delivered technical architecture presentations and business benefits
- Created and presented custom demonstrations and presentations as they applied to customer prospects and needs. (Examples: DONG Energy, Bestsellers, Novo Nordisk, Danmarks Technical University, and Rockwool)
- Monitored the competitive landscape and understanding of main competitors & trends (Tableau, Adobe Insight)
- Attained Certification – Designer & Developer QlikView 11

TIA Technology A/S, Virum, Denmark

Senior Pre-Sales Consultant – (2008 – 2012)

Responsibilities

- Result Oriented Pre-Sales – selling complex, mission critical systems requires an understanding of the business – Investigate and analyze annual reports and CEO messages
- Bridged business with IT with focus on business understanding and how the client's business operates – Ability to put myself in the client's position

- Interfaced with clients at C-Level on projects ranging from €1 M - €4.5 M
- Assigned to “A-Team” for customer presentations and key accounts
- Sales Manager for Latin America territory – conducted PoC sessions in Peru and Brazil
- Devised and implemented a plan to improve the Demonstration Environment which included aligning partner’s technology
- Inter-group communication link between Professional Services and Sales Division
- Conducted detailed product workshops customized for each individual account
- Completed Requests for Proposal (RFP’s) in a professional and result oriented manner, aligning responses with key value propositions
- Monitored and reported on the competitive environment

Results

Conducted all sales presentations and PoC sessions for most recent wins

Advanced to short-list of vendors on key accounts

Upgraded the Demonstration Environment with new products and features – improved presentations and performance

Successfully changed direction of key decision makers for a large Peruvian Life company

Brazil opportunity advanced to selected vendor as a result of my leading Proof of Concept workshop

Built a network where TIA is shortlisted on market leading companies in Peru

Successfully lead the extensive workshops based in Russia for Zürich Russia- Global deal signed September 2009.

Conducted workshop for Allianz UK which closed January 2009

Lead the Proof of Concept sessions for State Bank of India, Mumbai, India

– transition due to change in management and focus on partner-sales rather than internal sales force and re-structuring of the organization.

TIA Technology A/S, Virum, Denmark

Global Sales Executive – (2006 – 2008)

Responsibilities

Generated new leads and closing contracts. Assisted in development of Marketing materials and presented and demonstrated the TIA Solution globally

- Worked closely with the Partner network to promote and complete proposals
- Participated in building up a professional and effective sales organization

Results

Signed the largest deal in the history of TIA Technology, Metropolitan Insurance Group (SSG), Moscow, Russian Federation – June 2008 Successful implementation – live October 2009 Total contract value greater than €10 Million Euros. A conglomerate of 15 insurance companies needing a single platform

Oracle Corporation, Burlington, MA, USA

Senior Applications Sales Consultant, Oracle Direct (2001 – 2006)

Responsibilities

- Provided direction and specialist knowledge in applying Oracle technology and applications to the client’s business. Specifically with the e-business suite (Financials, Self-service, Projects, and familiarity with Configurator)
- Completed Requests for Proposals and lead discovery calls, creating a winning Oracle solution, to enable the client’s business initiatives to be realized.
- Presented and demonstrated the solution, including advanced technical concepts while providing support throughout the sales cycle.
- Promoted sales by creating and developing web sites that enable prospective clients to access information regarding the solution offered by Oracle products and technology.
- Designed and delivered new hire training programs in both the United States and in Bangalore, India.

- Acted as a technical resource for team.

Achievements:

Oracle “Most Valuable Player” 3rd Quarter, fiscal year 2006

Nominated for Oracle Direct “Sales Consultant of the Year”, 2004

Oracle “Most Valuable Player” Applications Sales Consultant, 2003

Awarded Oracle “Club Excellence” top achievers event, 2003, 2004, 2005 and 2006

KPMG Consulting (BearingPoint), Boston, MA, USA

Senior Consultant, Consumer & Industrial Markets practice (1998 – 2001)

- Performed software testing of the PeopleSoft Performance Measurement module.
- Developed plans to validate the implementation of the PeopleSoft Enterprise Resource Planning (ERP) software for a State University, including: finance, human resources, and student administration.
- Wrote published training manuals, conducted training classes and coordinated training plan for Payables Module, over 400 trained.
- Provided postproduction support for Financials applications.
- Lead consultant on implementations for ERP applications in multiple industries including: Automotive, Food and Drug Retail Stores, and Professional Services Organizations.

Massachusetts Financial Services, Boston, MA, USA

Financial Analyst and System Coordinator, Accounting Operations (1989 – Sep 1998)

- Was responsible for maintenance of accounting system including upgrade installations and ad hoc reporting.
- Associate Financial Analyst and System Coordinator, Accounting Operations (1996-1998)

Programming and Software Skills

Adobe Experience Cloud, Analytics Cloud, Adobe Analytics, Adobe Target, Experience Cloud Core services (Mobile Services, Activation – Tag Manager and Adobe Launch), Basic use of WordPress, Joomla, Google Analytics.

Education

Northeastern University, Boston, MA, USA - B.A. in Finance and Certificate in Programming and Software Development 1988 - 1998

Dean College, Franklin, MA, USA - Associates Degree in Business Administration 1988 – 1995

Certifications

Adobe Certified Expert, Analyst: Insight (Data Workbench) - 2016

QlikView 11 Designer & Developer Certification - 2012