

# MICHAEL J. MAHER

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## **SALES AND BUSINESS DEVELOPMENT MARKET MAKER**

*A resourceful and dedicated professional with a well-established/broad based background in linking technology and business operations solutions with innovative strategies. Proven ability to implement strategic alliances and collaborative relationships. Extensive knowledge new business development, project proposal development & coordination, direct sales and relationship management. Experience in working with major accounts in the across US and Greater Chicago marketplace, including McDonald's, Exelon, Allstate, Nicor and Chase, as well as the State of Illinois, Cook County, City of Chicago, States of Wisconsin, Missouri, Michigan, Ohio, Tennessee & Minnesota and key Public Sector local government entities. **I COLD-CALL!***

## **PROFESSIONAL SERVICES/IT CONSULTING EXPERIENCE**

### **US Public Sector Sales**

### **Fractional Sr. Sales & Market Maker Independent Contractor**

Chicago based  
Sept 2023 - present

Support 2 contract clients (targeting SLED SaaS and Higher Ed System Integration Services)

Primary deliverables are to create new business development, marketing strategies, identify force-multiplier (channel) optyps, strategic national tradeshow and regional customer associations, streamline pursuit process (including creating RFX documents, proposals and collateral).

And **be the tip of the spear** and fill the pipeline! Currently, (for both clients >120 hrs./month)

Identify (and expand) new sales opportunities (have generated over 30 **net new** pursuits/proposals per client);

- ✓ Expanded go-to-market presence with national system integrators (Higher Ed SI focus) and SaaS platform cos.;
- ✓ Establishing collaborative, mutually beneficial relationship competencies with precision & focus;
- ✓ Connecting technology and business operations solutions with innovative strategies for building cross-sector teams;
- ✓ Enable force-multiplying strategic alliances and teaming relationships ("I got a guy");
- ✓ Working collaboratively with my client's leadership and field team to meet the ever-changing market dynamics;
- ✓ Deep experience with SBA, (Sam.gov), NASCIO, Fed/StateRAMP, Solution Selling, HubSpot and GTM strategies;
- ✓ Nimble strategies and a "roll my sleeves up" to achieve results.

### **Director, US Public Sector Sales**

### **Queue-it, Inc.**

Minneapolis, MN (remote/Chicago)  
June 2021 to June 2023

Recruited to develop the go-to-market business development/sales for Queue-it's North American Public Sector and Higher Education markets. Nationwide responsibility to build-out the Public Sector Channel (via Carahsoft), provide strategic insight for key government procurement and contract vehicles including NASA SEWP, US Army ITES, NASPO, NYS OGS, Texas DIR and preliminary efforts for US FedRAMP.

Since joining Queue-it:

- ✓ Closed over 30 market deals including breaking into the US Higher Ed Marketplace with several D1-level universities
- ✓ Projected pipeline of over \$4M in next 6 months
- ✓ Built out the go-to-market sales pursuit and marketing across both US/Canada Public Sector & Higher Ed
- ✓ Created a partner channel for US Higher Ed and Municipality government providers and have increased the partner ecosystem from 1 to 5 entities
- ✓ Championed the Public Sector and Higher Ed on Queue-it's website
- ✓ Established the go-to-market with Carahsoft (sales/marketing/contracts), including sponsorship at the 2023 Government CX & Engagement Summit in Washington DC (June 2023)

## **MICHAEL J. MAHER**

- ✓ Led the design/development for the Queue-it landing page on Carahsoft (<https://www.carahsoft.com/queue-it>)
- ✓ Coordinated/collaborated with in-house marketing on redesign of Queue-it Public Sector website, marketing messaging and alignment to key industry media including eRepublic, GovTech and several Higher Ed platforms
- ✓ Currently building out a *new* GTM strategy for the Higher Ed Housing and Course Registration CRM solutions providers
- ✓ Lead Sales/Business development for US Fed (White House mandated CX Initiatives) for 35 high Profile Agencies. Efforts (in collaboration with Salesforce) at US Treasury, US State, IRS and SBA
- ✓ Created Queue-it presence at NASCIO, including a direct marketing/participation
- ✓ Championed NA Public Sector account success stories/Qit website postings (5 net new ones in past 12 months)

### **Principal, Public-Sector Sales (contractor)**

#### **KWR Strategies**

Austin TX/IL-based

March 2020 to October 2020

**Contract Engagement** - Resultant of the Covid-19 market dynamic, I moved into a consultant/advisor for a several IT solutions companies with Covid Trace/Tracking solutions.

As a principal (client advisor) for KWR Strategies, my focus is helping our client organizations achieve their Sales/Revenue targets and goals by:

- ◆ Establishing collaborative, mutually beneficial relationship competencies with precision & focus;
- ◆ Connecting technology and business operations solutions with innovative strategies for building cross-sector teams;
- ◆ Enable force-multiplying strategic alliances and teaming relationships;
- ◆ Working collaboratively with our client's leadership and field team to meet the ever-changing market dynamics;
- ◆ CovidConnect2020 is the brainchild of mine and brings together a best of breed solution with several of our key partners to enable State, Local and Higher Ed clients meet the ginormous demand for a 1-stop Covid Testing, Tracing and Tracking
- ◆ Participating on **3 NASCIO** Committees including **Cybersecurity** and Programs (which established key topics for midyear and annual conferences)

Worked hand-in hand with our *cross-IT* discipline client teams IT Services, Cyber (Tanium, FireEye), CX (Domo), and consulting services to provide the optimal thought-leadership, enablement and strategies to enable our clients to open the right doors to achieve their goals by connecting ideas, IT solutions and industry leaders. Also, champion oppty development, proposal writing, new business pursuits and campaign support.

### **Director, Public Sector Sales**

#### **Guidehouse, LLP (former PwC Public Sector)**

Upper Midwest/IL-based

December 2018 to March 2020

Joined the PwC Public Sector spin-off to initiate/champion/grow new SLG business development opportunities in the **greenfield** territories of Illinois, Wisconsin, Minnesota, Missouri, Tennessee, Ohio and major Public Sector local government entities. Primary focus is to initiate and develop key/strategic executive-level relationships across State/Local Government Accounts, leverage force-multiplier vendor relationships, increase market profile and brand awareness. Align with solutions teams to identify, craft and deliver GH front-line capabilities.

**Tip-of-the-Spear efforts had resulted in over \$54M of identified net new opptys** (Guidehouse had **zero** existing customer base in my primary geos)

- ◆ Helped create the initial solution/business development efforts in the Public Pension Practice (prior clients included WI ETF, SWIB, CalPERS, CalSTRS, ILTRS and IL SURS)
- ◆ Established new relationships with Salesforce, Carahsoft, (which included getting GH on the NASPO Cloud Services AR2472 Contract), Tanium, FireEye, Adobe, Infor, AWS and VMWare
- ◆ Created an enterprise market awareness program which including introducing Guidehouse into NASTD (National Association of State Technology Directors) and NASCIO (National Association of State CIO's) and championed various Government Technology/eRepublic and Regional GovTech's Digital Summits.
- ◆ Participating on 3 NASCIO Committees including Cybersecurity and Programs
- ◆ Established strategic alliance with Carahsoft to include Guidehouse on the NASPO Cloud, Salesforce and Tanium master contracts and both SLG and Fed levels
- ◆ Created State CXO Leadership networks and introductory meetings in the States of IL, IN, OH, TN, MO, MN and WI.
- ◆ Developed new client-specific marketing collateral and solution battle-cards to highlight key solutions/capabilities

## MICHAEL J. MAHER

### Director, Public Sector Sales (Contract)

**EKI-Digital**

Chicago, IL

January 2018 to December 2018

Contracted to turn-around/grow/expand new business development opportunities for the State of Illinois, Cook County, City of Chicago, States of Wisconsin, Indiana & Minnesota and key Public Sector local government entities. Identified as a State and Local Government (SLG) Market-maker for Upper Midwest Territory. Primary focus is to develop key/strategic executive-level relationships across State/Local Government Accounts, leverage force-multiplier vendor relationships, increase market profile and brand awareness and be the tip of the spear for new business development opportunities.

- ◆ Established new relationships with Oracle (Cloud-at-Customer), **Tanium**, Adobe, Microsoft, Salesforce, MongoDB, Accenture, PwC/Guidehouse, Deloitte, Anaplan, GovQA and SAP
- ◆ Created an enterprise market awareness program which includes keynote speaking engagements, NASPO, NASTD, NASCIO and participation in various Government Technology/eRepublic and Regional GovTech's Digital Summits
- ◆ **Development efforts had resulted in over \$48M of net new oppty's outside of existing customer base**
- ◆ Championed structured sales operational model and targeted oppty pursuit (including "Go/No-go" methodology)
- ◆ Turned around 2 declining accounts resulting in additional net new business and moving from staff-aug model into advisory/consulting operating model
- ◆ Defined new go-to-market efforts for Minority-based opportunity business development
- ◆ Expanded new commercial accounts including Exelon/ComEd, Walgreens, McDonalds, Ulta Beauty

***Since starting, EKI-Digital's base business has grown by 50% and forecasted to increase by another 80% by yearend***

### Account Executive, US Public Sector Sales

**Red Hat, Inc.**

IL/WI/MN/MI/MO

February 2016 to January 2018

Recruited by Red Hat to increase SLG market presence and grow primarily Enterprise State-level business across the 5state upper Midwest Region. Leveraged extensive System Integrators executive relationships, and my direct network of State-level CIO, CTO, CISO, and director-level executives in IL, MN, MI, MO, MS, IN, VA, WI (guessing I am leaving some additional contacts in TX, CA and a bevy of other LinkedIn contacts).

Specifically:

- 1) Sold the *FIRST* Red Hat contract with the State of Wisconsin (3-year \$255,000/yr); Prior to me, Red Hat had no direct business with the WI DET (95% Microsoft/5% SUSE shop)
- 2) Developed a Master Contract Model for the State of Minnesota that will take the existing annual spend from ~\$550,000 in FY17 to over \$2M (YoY) by FY19
- 3) Created a Master Contract Model for the State of Missouri and initiated predefined provisioning standards across their Linux, Security and AppDev environments
- 4) Working with IL Tollway and Accenture, re-positioned and re-configured the current Illinois Tollway (Customer Service/Toll Violation Platform – [\$100M TCV]) and specific to Red Hat's annual platform/middle-ware contract from <\$300,000/year to a new 3-year contract of over \$4M (TCV)
- 5) Created new networking channels with Microsoft (Azure focused), Deloitte, Accenture and initiated Red Hat's participation in National Association of State Technology Directors ("NASTD"), State and Regional GovTech's Digital Summits
- 6) Grown a "flat/under-performing" territory from about \$2M to over \$3.5M per year (and will be as high as 300% of plan).

### Director, US Public Sector Sales

**Verint, Inc.**

US National Public Sector Sales Territory

January 2015 to September 2015

Hired to drive Verint's State-level direct go-to-market and non-channel US State-level book of business. Targeting US State-level agency call center efforts primarily in HHS, DOR, DMV and significant citizen interaction specific agencies.

Highlights include:

- 1) **Sold a \$450,000 services/upgrade for the State of Texas Department of Health & Human Services Commission (first ever direct deal w State of Texas). YTD sales to TX HHSC was >\$1.1M**

## **MICHAEL J. MAHER**

- 2) Sold \$70,000 services deal to CalPERS (State of California Public Employees Retirement System, #6 globally for any Pension System). Significance is that 1st Master Contract with State of California and expedited thru in less than 10 days!
- 3) Established new relationships with State CIOs in TX, VA (VITA) and IN (in addition to existing relationships at State CIO's in MS, IL, WI, MN, and KY).

*Result of dramatic market downturn (75% stock price decrease in Summer of 2015), the decision was made for a Sales RiF (primarily pointed at the Named/National Public Sector Accounts Program).*

### **Account Executive (Direct Sales Role)**

**Gartner, Inc.**

Midwest/Chicago

October 2010 to January 2015

Hired to turn-around/grow/expand new business development opportunities for the State of Illinois, Cook County, City of Chicago, States of Wisconsin & Minnesota and key Public Sector local government entities.

Scope of efforts includes Sales Execution, New Business Development, Strategic Account Leadership, Account/Territory Management, and Revenue Generation.

#### **4-time Winner's Circle achievement:**

- **2011 efforts resulted in Top 5% Public Sector Sales Performance**
- **2012 efforts recognized as top 5% in North America Sales performance/growth (not just Public Sector).** 2012 efforts resulted Top 3 in Public Sector Sales/Growth. New business development efforts resulted in a \$1.7M growth in last 36 months (vs average Year over Year growth of ~\$200,000 company-wide).
- **2013 Total Revenue performance \$2.505M (vs <\$800K in 2010).**
- **Sales for 2014 at 300% of Annual Plan and expectation to 1.5X 2013 Sales** (in spite of 3 for 1 Territory Split)!
- **FY2015 Sold the largest US Public Sector Consulting Engagement (>\$5M) for the State of WI ERP Implementation PMQA**

### **Vice President/Managing Partner**

**Jackson Willson, Inc.**

**Professional Services/Consulting**

Wheaton, Illinois

May 2008 to May 2010 (Sales contract)

July 2004 to July 2005 (Shared Services)

**Sales Consulting Contract:** 2-year Sales Consulting Contract with Crowe Horwath LLP (Audit & Professional Services Firm) to develop new State/Local professional services business opportunities. Primary scope of focus was the State of Illinois and develop new target opportunities for ARRA (USA Bailout) reporting, grant management, health information exchange (HIE) and business/process improvement in targeted new states. Primary business development champion for establishing new beachhead/greenfield opportunities in the States of Mississippi, Arizona, Colorado, California, Pennsylvania and Michigan. Business development sales efforts were developed via networking channels, market research and *cold-calling*. Efforts resulted in sustained pipeline of over \$35 million in new opportunities and direct sales of over \$2.2 million in new revenue.

**Shared Services Consulting Company:** This enterprise was created as the direct result of an opportunity that I developed within the State of Illinois State Board of Education to leverage a proven business process (shared services) to optimize cost savings economies of scale and improve efficiencies. In a multi-channeled demand creation and value-propositioned based approach (Agency-level, Executive-level [i.e., the Governor's staff], Legislative, Regional Superintendents and end-users), the business case that I presented gained enough support and was successful in having legislation passed that calls for the creation of shared services centers. Worked with the Governor's Team & ISBE Leadership Team to help craft/define the solution. Expected ROI by the State could reach 15-20% in operational savings representing upwards of \$200 million.

### **Principal - Sales/Business Development**

**System Development | Integration, LLC.**

Chicago, Illinois

April 2007 to April 2008

Sales/new business development responsibility for IT & Management Consulting Solutions for Chicago, Illinois and Upper Midwest (Private, Public Sector clients including strategic partnerships with AT&T, Accenture, BearingPoint, CGI-AMS, ACS, IBM, Kronos & Deloitte). Explicit disciplines include Management Consulting, Outsourcing (application, infrastructure and desktop), Risk (IV&V)

## **MICHAEL J. MAHER**

and Project Management, and Staff Augmentation. Specific expertise in Shared Services and the ancillary solutions (ERP, ECM, Timekeeping and CRM).

Hired to grow/expand new business development opportunities for the State of Illinois, City of Chicago and key commercial verticals of telecommunications, transportation, utilities and distribution. Scope of efforts includes Sales Execution, New Business Development, Strategic Account Leadership, Account/Territory Management, Development of sales training/sales process methodologies and Revenue Generation.

**FY 2008 Targeted Sales Goal is over \$11 Million in Earned Services Revenue (including personal quota of \$3.5 Million). Booked/committed orders of over \$28 Million (primarily based upon CSC participation contract of ~\$24M).**

### **Vice President Sales/Business Development**

#### **Synch-Solutions, Inc.**

Chicago, Illinois

July 2004 to April 2007

Sales and new business development responsibility (including P&L) for IT & Management Consulting Solutions for Chicago, Illinois and Upper Midwest (Private, Public Sector clients including strategic partnerships with AT&T, Accenture, CGI-AMS & Deloitte Consulting).

Named Vice President in July of 2006. In process of rebuilding sales process and team to provide greater focus and direction in support of targeted opportunities across Illinois, Missouri, Michigan, Wisconsin, Minnesota and Indiana. Scope of efforts includes Sales Execution, New Business Development, Strategic Account Leadership, Account/Territory Management, Development of sales training and sales process methodologies and Revenue Generation. FY 2007 Targeted Sales Goal is \$18 Million in Earned Services Revenue (including personal quota of \$8.0 Million).

Key achievements for FY 2006 include creating a high performing sales culture that leverages best practices *solution selling* to leverage specific competencies and capabilities into our identified markets. Initially, positioned Synch-Solutions as predominant MBE Solutions Provider for Deloitte, Accenture and CGI in State of Illinois, Cook County and City of Chicago. Synch-Solutions was the sole MBE services provider for all Accenture Public Sector pursuits (in Illinois) representing over \$110 Million in proposal efforts (in FY 2006). Also positioned Synch-Solutions as Vendor of Choice for Deloitte Consulting for State of Illinois pursuits including wins with IL Secretary of State and State of Illinois GOMB Shared Services. New direct clients have included AT&T (customer and partner), Illinois Department of Public Health, Accenture, Deloitte, CGI-AMS, Chicago Public Schools, Illinois State Board of Education and the State of Wisconsin. FY 2006 overall *net new* sales revenue increased by over \$4.0 Million to \$6.1 Million

### **Senior Account Executive**

#### **Keane, Inc.**

Chicago, Illinois

May 2002 to July 2004

Sales and new business development responsibility for major accounts in the Greater Chicago marketplace. Key accounts: McDonald's, Exelon, Allstate, Kemper, Nicor and Bank One. Responsibilities include: new business development, project proposal development & coordination, direct sales and relationship management. In FY02, led office in new revenue growth, account penetration and business development activities. Topline sales >\$10M.

### **Senior Director of Sales**

#### **PricewaterhouseCoopers LLP**

### **Managing Director MCS Midwest Business Unit**

#### **Management Consulting Services**

November 1995 to July 2001

Reporting directly to the MWBU Managing Partner with the responsibilities of building/managing the Sales & Account Manager infrastructure & sales team and achieving a FY01 sales objective of \$150 million. Initially chartered with bringing 2 disparate sales teams together, unifying the sales go-to-market strategy, and executing the change management from a "partner" centric to a "sales/corporate" centric business model. Responsibilities included building the business development infrastructure (client & vendor channels), defining staffing recruiting/profiles, training criteria, staffing GAP analysis and the overall management of the Territory & Vendor Account Sales Team. There were 22 Territory Account Managers & 12 Vendor Account Managers that reported directly to this position in the Midwest Region.

### **Midwest Regional Director - Business Development/Sale**

#### **PricewaterhouseCoopers, LLP**

Reporting directly to the Managing Partner-Midwest Region with responsibility for the sales & business efforts of 16 business development managers in four Midwest Region (MWR) geography offices. Overall sales budget of \$36 million for FY '00 (July 99 to June 00), with an expected \$12 million performance increase over FY '99. Primary focus was on business development, sales training, large account management/planning, leadership development and performance improvement. Redefined sales model to create a "best practices" performance criteria and metrics.

**MICHAEL J. MAHER**

**Managing Associate - Business Development Manager**

**Coopers & Lybrand Consulting**  
(pre-merger w/ Price Waterhouse)

Marketing/sales manager for all of Coopers & Lybrand Consulting business lines and services (not only IT/IS consulting) at Ameritech and Central US-based telecommunications companies. Responsibilities include: new business development, project proposal development & coordination, direct sales and relationship management. In FY96, Ameritech was one of the Firm's largest non-audit consulting client and ranked in the top 10 for gross margin contribution within the Coopers & Lybrand Consulting Large Account Development Program managed by the Vice Chairman of the Coopers & Lybrand Consulting Line of Service.

**Additional personal achievements include:**

**FY96: Rookie Salesman-of-the-Year**, Highest Quota Percentage Sales Achievement **AND FY96 Salesman-of-the Year**. In addition, received the **Chairman's Award for Extraordinary Effort**. Award is given in recognition for effort "above and well beyond" the commitment by an individual. (No one below partner-level or within sales had ever before, received this award).

**FY97 achievements include:** FY97 Sales exceeded \$5 million (165% of plan). Achieved 2<sup>nd</sup> highest revenue and highest gross margin contribution within CLC (Coopers & Lybrand Consulting) System Integration Line-of-Business Unit.

**FY98 achievements include:** FY98 Sales again exceeded \$5 million (125% of plan). Achieved 3<sup>rd</sup> highest revenue and gross margin contribution within CLC's System Integration Line-of-Business Unit.

***EDUCATION***

Bachelor of Arts - Economics:

**University of Illinois**  
Urbana, Illinois – 1978

***SALES TRAINING AND PROFESSIONAL DEVELOPMENT***

Value Selling (advanced modules), Professional Selling Skills (PSS III), Certified Trainer; Miller Heiman (Solution Selling, Strategic Selling, LAMP); Revenue Storm (Demand Creation & Value Proposition Selling); Personally developed the Sales & Business Development "Manual" for PricewaterhouseCoopers (in the Midwest) which defined the sales/business development methodology; Initiated CRM Methodologies for Sales Management: Siebel Systems (PwC), Revenue Storm (Keane) and Salesforce.com (Synch-Solutions & SDI); Cold-calling Strategies – "*Getting the Elusive 1<sup>st</sup> Meeting*"