



Efren Mercado

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 efrenmercado

ABOUT

A proven performer and leader who thrives on new challenges. Business Technology Professional with 25+ years of experience and increasing business responsibilities. Outstanding track record of highly successful business development and sales with major corporations across various industries. Effective in communication with excellent relationship-building skills. Helped to identify new business models, including services and solutions, to assist enterprise clients in improving their overall customer experiences and the generation of new revenue streams.

SKILLS

Platform: Azure, Azure IoT, AI (Certifications: AZ900, AZ220, AI100)

Product Management: Jira, Balsamiq, Miro, InVision, SQL, Kano Methodology, Google Analytics, Agile development

EXPERIENCE

Sr. Specialist Azure IoT

2014 to Present

Global Black Belt

- Consistently met or exceeded commitments by closing strategic engagements across a spectrum of clients and delivering over **\$17M** in IoT Project Revenue towards achieving 100% FY21 America's IoT Project Revenue Quota (\$244M).
- Developed Dell into one of the largest IoT Project Revenue consumers (over \$600K IoT PR per month), and the largest in devices connected (**60-80M devices**)
- Lead successful business development efforts and supported the execution of joint marketing (Customer Story: [Kimberly-Clark Professional](#))
- Developed and led a cross-organizational initiative in Smart Spaces, curating and creating content to aid field sales in positioning Azure IoT for this vertical industry.
- Worked with v-team to deliver high-impact career development workshop to address WHI feedback and establish a framework for additional programs to provide a clearer picture of employee career paths within the organization, resulting in increased engagement.

Windows Embedded Solution Specialist

2011 to 2014

- Pioneered and shaped the Windows Embedded Enterprise Field Sales motion and Volume Licensing business.
- Developed sustained velocity in sales pipeline through continued, strategic activities.
- Drove **\$3.4M** in VL revenue for POSReady 7 and 58,000+ licenses with Target and Panera Bread
- Combined **\$4.58M** in pull-through revenue (over 3-years)

HPC Solution Specialist – Higher Education

2008 to 2011

- Developed and established sales and partnering strategies with top universities in the Central and Western United States, such as the Texas Advanced Computing Center (TACC), ASU, and Stanford.
- Formulated and executed sales plan which led to consecutive years of overachieving against quota (FY09 – **278%** attainment, FY10 – **142%** attainment)

Worldwide HPC Business Development Manager

2006 to 2008

- Established Dell and IBM's worldwide Windows Server-based HPC sales channel strategies, growing the overall Windows Server OS market share.
- Provided leadership and strategic direction to negotiate and close complex agreements with channel partners, Dell and IBM.
- Close collaboration with the Microsoft team supporting Dell and IBM all-up, ensuring alignment with the team's broader sales strategies and partnership objectives.

PROJECTS

Product Manager (InCharge)

April to July 2021

- Developed an interactive MVP for a B2C financial literacy tool created to make building credit more straightforward and more intuitive for young adults
- Wrote user stories and requirements for both young adults and parents to meet customer needs
- Directed team strategy of leveraging existing mobile banking SaaS technology to reduce engineering efforts and increase prioritization of developing engaging educational features
- Drove product roadmap to align team members and stakeholders on rollout strategy with bank's marketing schedule
- Designed the UI/UX experience for end-users by creating wireframes and a clickable MVP for target customers

EDUCATION

University of Texas @ Austin
B.B.A. Management

Class of 1995

Certification: Product Management
University of Texas @ Austin, McCombs School of Business

April to August 2021