

Brad Shafer



Experienced professional with 30 years in technology, sales, and corporate education looking to help students preparing for their professional careers in management, technology and sales.

PROFESSIONAL EXPERIENCE

NORTHEASTERN ILLINOIS UNIVERSITY

2020 to Present

Adjunct Professor – Chicago, IL

Exploring opportunities to give back to the community by helping students preparing for or advancing their professional careers.

- Focused on teaching Entrepreneurship within the Masters of Business program
- Responsible for the undergraduate Internship program in the College of Business and Management

LAKE COUNTY BOARD OF REVIEW

Member – Waukegan, IL

2022 to Present

Appointed by the Chairman of the Lake County Board.

BLUE SKY DEVELOPMENT LLC

2013 to Present

Founder – Hawthorn Woods, IL

Real estate investment and development company partnered with local government agencies focused on providing affordable housing in under served lower income areas.

GIGAMON

2015 to 2018

VP – WW Sales Enablement and Presales Engineering – Santa Clara, CA

Responsible for sales enablement worldwide internally and externally. Led the worldwide presales engineering team.

- Developed and launched the sales enablement program reducing new sales ramp by 100 days
- Delivered education to groups ranging from 30 to 500 people on subjects ranging from technology to business processes
- Introduced and built the SE leadership team
- Grew the SE team from 35 heads to 125 heads over 2.5 years keeping attrition to less than 2%
- Responsible for understanding technology roadmaps and applying those to customer's strategic decisions

BREAKING AUTISM

2013 to 2016

Member of Advisory Board – Hawthorn Woods, IL

The mission is to celebrate your child while making your journey as simple as possible. Parents trust Breaking Autism to answer questions, execute best practices, and provide a broad range of resources, guidance, and solutions. This holistic approach delivers meaningful results while helping avoid common mistakes.

AVAYA

2014 to 2015

Sales Engineering Leader – Global Accounts – Santa Clara, CA

Heading a team of top professionals dedicated to Avaya's largest global accounts. The objective is to guide and enable Avaya's customers through their implementation of their workplaces of the future.

- Proven track record of building, maintaining, and motivating high performance teams
- Overachieved revenue goals for FY14 and 1H FY15
- Responsible for understanding the product roadmaps to apply these to customer's strategic decisions

EXTREME NETWORKS

2000 to 2013

Global Leader – Sales Technology Office – Santa Clara, CA

Led the Sales Technology Office which included the worldwide sales enablement team, Systems Engineering organization, Sales Operations, and new product introductions.

- Developed and launched a worldwide training program for internal teams and partners
- Created new communication processes and tools for Product Management, Engineering, and Sales
- Responsible for all external partner training
- Managed the Interoperability Lab
- Inspired and designed the Virtual Lab and Virtual Demo Board

Senior Technical Director – North America – Chicago, IL

Led the North American presales Systems Engineering organization and the presales support for the North American Channel program including Federal.

- Developed and launched a US and Canadian partner training program
- Launched the US Metro / Service Provider strategy leveraging the company's European successes

Regional Manager – System Engineering – Chicago, IL

Managed international team of System Engineers providing pre-sale and post-sale technical support. Provided detailed technical expertise on key opportunities. Region included 13 North Central US states and Canada.

- Proven track record of building, maintaining, and motivating high performance teams (Given Leadership Award for Top Mgr in FY2003)
- Developed annual revenues from \$4M to \$40M (Top WW Manager for FY04 and FY07)
- Overachieved revenue goals for FY02, FY04, FY05, and FY07
- Enjoys the challenges of facing and solving difficult issues (Awarded SE Mgr of the Year for FY04 and FY07)

3COM CORPORATION

1994 to 2000

District Manager – Network Consulting – Rolling Meadows, IL

UNGERMANN-BASS

1992 to 1994

Senior Systems Engineer - Oak Brook, IL

AT&T COMPUTER SYSTEMS

1989 to 1992

Senior Systems Consultant - Oak Brook, IL

EDUCATION

Northwestern University – Kellogg Graduate School of Mgt - MBA earned.

Attended: 4/00 – 6/04

Emphasis: Marketing, Entrepreneurship and Innovation

University of Illinois - College of Engineering - Bachelor of Science earned.

Attended: 8/85 - 5/89

Major: Electrical Engineering **Emphasis:** Microcomputer Design

REFERENCES

Helmut Wilke	Senior VP at Gigamon	██████████	██████████
Stephanie LeMarData	Global Enablement Leader	██████████	████████████████████
Hang Black	VP - Global Enablement	██████████	██████████