

# MIKE SCOTTO

New York, NY ▪ 631-974-2311 ▪ [mikescotto@engineer.com](mailto:mikescotto@engineer.com) ▪ [LinkedIn](#) ▪ [Portfolio](#)

Results-driven senior sales executive with over 20 years of experience in the technology and telecommunications industry, adept at steering high-impact initiatives and achieving substantial revenue growth. Demonstrated leadership in various roles with a focus on pioneering innovative solutions, optimizing operations, and cultivating strategic partnerships. Adept at driving sales, leading teams, and implementing transformative strategies.

## PROFESSIONAL SKILLS

- |                              |                                  |                           |
|------------------------------|----------------------------------|---------------------------|
| • Strategic Sales Leadership | • Global Operations              | • Customer Success        |
| • Market Development         | • Business Development           | • Relationship Management |
| • Team Optimization          | • Marketing Strategy             | • Financial Management    |
| • Complex Negotiations       | • Acquisition Integration        | • Market Cultivation      |
| • P&L Optimization           | • Presentation and Communication | • Software Intelligence   |

**Technical Skills:** Microsoft Office Suite: PowerBI, Teams, SharePoint, ServiceNow, Nav, HubSpot, Salesforce, Encompix, Remedy, ECM Complian (Satellite resourcing tools), DevOps.

## PROFESSIONAL EXPERIENCE

### CAST Software, NY

#### *Director of Sales, Mar 2023 - Present*

- Establishing and pioneering a groundbreaking industry focusing on software intelligence through proprietary platforms.
- Developing and deploying platforms that enable visual insights into application functionality, showcasing component interactions and dependencies.
- Engineering platforms with automatic comprehension of technology stacks, application layers, and transaction flow within applications.
- Visualizing complete transaction paths, starting from user interface navigation through various layers, culminating in database interactions.
- Integrating artificial intelligence into the platforms, positioning them as trailblazers in application and mainframe modernization.
- Collaborating with industry leaders to raise awareness and spearhead the adoption of software intelligence solutions.

### Speedcast, Hauppauge, NY

#### *SVP Customer Success, May 2020 – Mar 2023*

- Led a team of 70+ Service Delivery Managers across diverse sectors including Cruise, Energy, Enterprise, and Government verticals.
- Engaged in post-sales customer interactions and was entrusted by the Executive team to rebuild the pipeline and replace lost revenues.
- Mentored the team through quarterly/annual business reviews and initiated service improvement plans.
- Implemented ongoing team optimization, reducing headcount by 15% (~\$1M) while maintaining high customer NPS scores.
- Analyzed customer segments, collaborated with IT, and introduced a self-service portal, reducing high-touch interactions.
- Led efforts resulting in retaining 95% of the customer base through transition plans and optimized service offerings.
- Orchestrated the exit from a core facility, surpassing 2021 financial performance targets by 120%, bolstering annual bonuses.
- Negotiated with suppliers, reallocating commitments amid geopolitical changes, yielding over \$2M in cost reserves.

#### *SVP Sales, Aug 2018 - May 2020*

- Oversaw a remote team comprising 3 sales leads servicing Enterprise, Energy, Media, and Telecom clients, yielding annual revenue exceeding \$50M.
- Conducted comprehensive annual and quarterly business reviews, evaluating financial and business impacts of deals on a case-by-case basis with the team.
- Managed a deal pipeline, presenting forecasts to executives and aligning commission plans with team objectives and corporate goals.
- Orchestrated deals spanning from Infrastructure as a Service (IaaS) to Software as a Service (SaaS), leveraging resources for the Customer Operational team.

**Globecomm Systems Inc., Hauppauge, NY*****SVP Sales & Business Development, Jan 2017 - Aug 2018***

- Led a dynamic team of 5 across diverse sectors including Media, Enterprise, and Telecom, Government, and Transportation, successfully elevating revenue from \$30 M to \$50 M.
- Collaborated in presenting revenues and pipelines to private equity firms, contributing to strategic financial discussions.
- Created standardized services, proposals, presentations for global use, ensuring consistency and efficiency in client interactions.
- Presented as a panelist at industry events and Satellite Shows in Washington, DC, and New York City, showcasing new service offerings.
- Provided a white paper to the World Teleport Association, contributing valuable insights and expertise to the industry.
- Successfully entered new vertical by securing a \$15M initial network contract over 36 months with a tier-1 mobile operator.
- Upsold a second network within 18 months, presenting a satellite solution that interoperated with their network to provide coverage at a fair price.
- Pivoted facilities and assets to meet new media demands, securing the first contract over \$5M year-over-year with a remarkable 70% margin in less than one year.
- Initiated an aggressive marketing sales campaign with the team, targeting potential clients in need of broadcast and media co-location space for their operations.

***SVP Global Operations, Aug 2012 - Jan 2017***

- Led a 24/7 global operations team of 125+ professionals, providing support for mission-critical networks across all verticals serviced by Globecomm.
- Managed sensitive and confidential customer interactions and service delivery teams within a commercial operations environment, ensuring bifurcated data and knowledge per NIST standards.
- Oversaw an annual CapEx budget exceeding \$10M, strategically planning continuous infrastructure maintenance and expansion.
- Led the successful integration of 6 acquired Operations Teams into 4 global facilities located in New York, Washington, DC, Amsterdam, and South Africa.
- Achieved a remarkable increase of over 50% in customer satisfaction within 8 months, securing over 98% of customer renewals for the subsequent 36 months.
- ITIL best practices, developing, publishing, and implementing business continuity designs and plans organization-wide.
- Implemented new capacity management software, funded by savings, within 7 months, driving utilization rates over 95% within 12 months and achieving ROI in less than 3 months.
- Proposed a strategic investment of approximately \$1M for an antenna system capable of simultaneously receiving over 40 satellite signals.
- Increased media offerings for streaming customers while reducing roof load, resulting in a doubling of customer count in subsequent quarters.

***VP North America Sales, Oct 2010 - Aug 2012***

- Successfully managed key media and enterprise accounts at a significant scale.
- Spearheaded sales initiatives for remote location and private account satellite networks, seamlessly integrating them with their terrestrial counterparts.
- Personally handled sales transactions with Fortune 100 clients and played a leadership role in the team responsible for Fortune 500 accounts.
- Orchestrated the response to Requests for Proposal (RFPs) and formulated pricing strategies for tailored solutions.
- Engaged in extensive travel to actively support marketing endeavors and participate in trade shows.

***Director, Jan 2001 - Oct 2010***

- Facilitated the introduction of infrastructure-as-a-service, leveraging co-location services for satellite industry suppliers and large antenna installations at our network facilities.
- Provided essential support to UN agencies and extended ISP services to underdeveloped, third-world countries to aid in their humanitarian missions.
- Contributed to the development and sale of the inaugural private business television network, successfully acquired by the first Fortune 100 company organization.

**EDUCATION & CERTIFICATION**


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**Hofstra University** | MBA- Master of Business: International Business

**NYU - New York University** | Bachelor of Science: Electrical Engineering

AWS Cloud Practitioner