

# MIKE SCOTTO

New York, NY – Open

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## Executive Operations | Regional & Divisional Sales Leadership

***A solutions-driven and energetic natural leader with broad knowledge of technology, finance, business, and entrepreneurship.*** A trusted operations leader who is easily approachable and often sought out by colleagues and friends alike to bounce ideas and probe for possible solutions confronting them. Known for inspiring top performance with exceptional people skills, leveraged in cross-functional team building. Handles rapid change and growth quickly, offering ideas designed to be tactically and strategically implemented. Leads with high ethics and integrity, offering entrepreneurial logic while building trust with Boards & Stakeholders.

**Can add value by:**

- **Streamlining sales and business development throughout North America, delivering \$50M+ in revenue.**
- **Increasing new Tier 1 mobile business from \$0 to \$10M in less than 18 months.**
- **Transforming development for over 70 globally located service & program delivery teams to a smaller, nimbler team with increased influence over revenue protection and account responsibility.**
- **Leading cost arbitrage activities of major suppliers through competitive bidding & strategic partnerships.**

### Areas Of Expertise

Executive Leadership | Revenue Growth | Business Development | Strategic Growth Planning | Enterprise Technologies | Technical Engineering | Strategic Planning & Execution | International Operations | Cost Containment | Business Development | Networking Technologies | Strategic Partnerships | P&L Budget Management | Forecasting | Interdisciplinary Collaboration | Team Leadership | Multisite Operations | Process Improvement | Leadership Development | Performance Improvement | Contract Management

## PROFESSIONAL EXPERIENCE | KEY ACHIEVEMENTS

**CAST Software, Hauppauge, NY** [castsoftware.com](http://castsoftware.com) *CAST is the software intelligence category leader*

**Director of Sales**

**Mar 2023 - Present**

Creating a new industry centered around software intelligence using proprietary platforms that provide visual insights into how applications work and interact with others. The platform will be integrated with AI and generate application documentation while also providing insights into suggested changes to make code more eco-friendly. Responsible for building a new book of business for the platform in a new industry by leveraging existing contacts to build conversational contextual explanations of the platform's value and use cases to increase user adoption.

**Speedcast, Hauppauge, NY** *(acquired Globecomm 2018)*

Speedcast is a leading communications and IT services provider for the Maritime, Energy, Mining, Media, Telecom, Cruise, NGO, Government, and Enterprise sectors.

**SVP Customer Success**

**May 2020 – Mar 2023**

Led 70+ Service Delivery Managers for Cruise, Energy, Enterprise, and government verticals. Managed team integration and restructuring, managed P&L budget and reporting, and customer engagement post-sales. Tasked by the Executive team to rebuild the pipeline and replace lost revenues. Mentors team via quarterly/annual business reviews and spearheads service improvement plans. Oversees major customer service plan execution with financial/image exposure.

- **Streamlined ongoing team optimization and service improvements, initially reducing headcount by 15% (~\$1M) without impacting customer NPS scores.** Analyzed customer segments, developed scope, and collaborated with IT to offer a customer self-service portal decreasing high-touch interactions.
- **Led the preservation efforts to successfully retain 95% of the customer base with transition, engineering, and capital plans for facilities and services optimization.** Developed an anchor tenant financial solution with specific clauses, including planning to retain customers after the closure.
  - **Exited a primary core facility, persons, and associated liabilities within the constrained time frame, exceeding our 2021 financial performance transformation metrics by 120%, adding an accelerator to annual bonuses.**
- **Renegotiated with suppliers to remove, change, and realign ongoing commitments in response to multinational geopolitical changes and over \$2M in cost reserves.**

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

Managed a remote team of 3 sales leads across Enterprise, Energy, Media, and Telecom customers, generating \$50M+ yearly revenue. Conducted annual/quarterly business reviews and evaluated deals' financial and business impacts with the team on a deal-by-deal basis. Ran a deal pipeline, presented forecasts to execs, and maintained commission plans for the team and corporate objectives. Deals involved IaaS to SaaS, using resources for the Customer Operational team.

**Globecomm Systems Inc., Hauppauge, NY (acquired by Speedcast)**

Provided robust connectivity for Land, Sea, and Air transport of video, voice, and data with zero downtime to the most remote locations on Earth — under the most treacherous conditions.

**SVP Sales & Business Development****Jan 2017 - Aug 2018**

Led a team of 5 across Media, Enterprise, Telecom, Government, and transportation verticals, increasing revenue from \$30M to \$50M. Assisted in presenting revenues/pipelines to private equity firms. Created standardized services, proposals, and presentations for global use. Collaborated with marketing for annual budgets/campaigns/tradeshows. Presented as a panelist at industry events and Satellite Shows in DC/NYC for new service offerings and provided a white paper to the world teleport association.

- **Broke into a new vertical with a tier-1 mobile operator by securing a \$15M over 36 months initial network contract and upsold the 2<sup>nd</sup> network within 18 months.** Presented a satellite solution that interoperated with their network to provide the needed coverage at a fair price.
- **Pivoted facilities and assets to deliver new media demands, securing the 1<sup>st</sup> contract over \$5M Y-O-Y (70% Margin) in less than one year.** Worked with the team to start an aggressive marketing sales campaign to target potential clients needing 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+ supporting mission-critical networks for all verticals serviced by Globecomm. Supported sensitive and confidential customers and service delivery teams in a commercial operations environment, ensuring bifurcated data and knowledge per NIST. Managed annual CapEx Budget of over \$10M and planned continuous infrastructure upkeep and expansion.

- **Led the integration of 6 acquired Operations Teams into 4 global facilities in NY, DC, Amsterdam, and South Africa.**
  - **The integration increased customer satisfaction by over 50% in less than 8 months and secured over 98% of customer renewals for the subsequent 36 months.**
- **Introduced ITIL best practices, including developing, publishing, and implementing business continuity designs and plans for the entire organization.**
  - **Implemented new capacity management software funded by the savings within 7-months and drove utilization rates over 95% within 12-months, achieving ROI in less than 3-months, and increased technical RFP response times.**
  - **Proposed an investment of ~\$1M for an antenna system that simultaneously received over 40 satellite signals, increasing media offerings for streaming customers while removing the roof load, which doubled customer count in subsequent quarters.**

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

Managed major media and enterprise accounts. Led the sales for remote location and private account satellite networks to overlay their existing terrestrial networks. Directly sold to Fortune 100 and led the team selling to Fortune 500 companies. Directed RFP response processes and developed pricing strategies for customized solutions. Traveled extensively to support marketing efforts and trade shows.

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

Developed a standardized service offering under the product name 'Access.' Helped launch infrastructure as a service through co-location services for suppliers in the satellite space and large antenna at our network facilities. Supported UN agencies and provided ISP services to undeveloped, 3rd world countries to assist in their aid missions. Supported the developing and selling of the 1st private business television network to the 1st Fortune 100 company organization acquired.

**Early Career:** NetSat Express (Subsidiary of Globecomm), Hauppauge, NY | **Director & Product Line Manager;** Account Manager; and **Sales Executive;** Worldcomm Systems, Hauppauge, NY | **Systems Engineer**

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**EDUCATION | CONTINUING EDUCATION | CERTIFICATIONS**

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

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

**AWS Cloud Practioner** | AWS; **ITIL** | Globecomm

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**CORE COMPETENCIES**

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**Technology:** Microsoft Office Suite: Word, Excel, PowerPoint, PowerBI, Teams, SharePoint, ServiceNow, Nav17, Salesforce, Encompix, Remedy, ECM Complian (Satellite resourcing tools), DevOps,

**Professional & Leadership Skills:** Analysis, Analytical, Change Agent, Client Retention, Client Relations, C-level Relationship Management, Collaborative, Customer Service, Customer Relationship Management (CRM), Customer Retention, Cost Savings, Data Analysis, Growth Strategies, GTM Go To Market, Information Services, International, Key Account Management, KPI Metrics, M&A, Mentoring, Modeling, Motivation, Performance Metrics, Problem Resolution, Profit Improvement, Proposals, Recruiting, RFPs, Reorganization, Strategic Alliances, Strategic Roadmaps, Succession Planning, SWOT Analysis, Teamwork, Turnarounds, Vendor Relations, Written & Verbal Communication Skills