

JC NORDELO

Miami, FL 33176 | 305.494.4353 | jcnordelo@hotmail.com | [linkedin.com/in/nordelo](https://www.linkedin.com/in/nordelo) | jcnordelo.com

Regional Account Executive

Enterprise Account Executive with 15+ years of technology sales excellence, consistently achieving \$5-\$9M annual revenue in major US markets, including Silicon Valley, the PAC NW, and Miami/South FL across the MSP, SMB, Corporate, SLED, and Enterprise segments. Demonstrating a blend of both sales and technical background, fostering seamless engagement from CXO level through to technical professionals to capitalize on key business opportunities and large, complex deals. Built a robust sales pipeline from zero, managing the full sales cycle, negotiating contracts, and delivering innovative solutions to drive revenue growth, customer adoption, and market penetration in enterprise accounts and sales territories.

- Recently directed and closed the **largest SASE deal** worth \$112,000 ARR with a National Managed Service Provider by customizing security services to meet client-specific needs that improved their business scalability and infrastructure.
- Accomplished **\$4.2M** in annual recurring revenue by securing 400+ multi-year contracts with key accounts in the MSP sector within a calendar year, focusing on subscription-based Networking Solutions.
- Generated **\$100K in MRR** by segmenting and prioritizing prospects across **27** counties in Florida, implementing targeted marketing touchpoints, and securing key in-person meetings that led to acquisition of **3 net-new clients within 6 months**.
- Consistently surpassed quotas: **FY'13 – 187%, FY'14 – 103%, FY'15 – 148%, FY16 – 163%, FY'17 – 117%**, through strategic pipeline management, forecasting, and prioritizing high-value opportunities that drove substantial business growth.

Areas of Expertise

Enterprise Account Management • B2B Technology Sales • New Business Development • Contract Negotiation • Cross-Selling/UpSelling • Cloud Solutions • Purchasing • Pipeline Management • Territory Development • Sales Forecasting • Requirements Analysis • Client Service Excellence • Technical Demonstrations • Market Penetration • CxO-Level Engagement

Technical Skills: CRM (Salesforce), GCP-Suite, MSFT Azure Suite, AWS Cloud Practitioner, Cloud Computing, and MS Office Suite

PROFESSIONAL EXPERIENCE

Kaseya (National MSP'S) | Miami, FL

January 2023–April 2024

SOLUTION SPECIALIST, DATTO NETWORKING

- Delivered up to **40** technical demos per week, communicating value propositions to potential prospects and existing enterprise clients for Datto Networking services, achieving the highest lead conversion rate of **41.8%**.
- Led internal sales product training sessions for 150+ Sales Representatives on technology solutions and GTM strategies, consistently optimizing performance and ensuring attainment of set sales targets.
- Converted unqualified leads into closed business opportunities within **60** days, identifying requirements, providing technical demos, and proposing networking solutions that align with the client's existing and aspirational business model.
- Delivered optimal value, savings and profitability to Small and Medium-Sized Business (SMB) customers through advanced Networking services, including switches, access points, routers, and SASE on a national scale.

All Covered | Miami, FL

April 2021–April 2022

IT SERVICES CONSULTANT

- Increased sales profitability 25% for small/medium businesses in the legal profession by implementing managed IT services focused on security and compliance.
- Secured 10 new clients in the region by targeting security and remote IT monitoring solutions, generating \$30K ARR in business.
- Led strategic implementation of marketing plans and initiatives in the South Florida region, boosting conversion rates, customer acquisition, and market penetration in SMB and SLED accounts.
- Built long-term strategic relationships with key accounts & municipalities, optimizing customer adoption, retention, and expansion.

SHI International | Fort Lauderdale, FL

November 2019–April 2020

STRATEGIC ACCOUNT MANAGER - SOUTH FLORIDA

- Expanded run-rate business from **\$4.5M** to **\$6M** via strategic account management and client engagement strategies.
- Managed a portfolio of **7 large Enterprise customers**, increasing Line of Business (LOB), products sold, and services offered, and producing additional annual revenue of **\$250K**.
- Developed expertise in ecosystem partners and vendors including VMWare, Citrix, Microsoft, Cisco, Palo Alto Networks, and cloud migration services for platforms AWS, Azure, and GCP, optimizing hybrid cloud and data center architectures.
- Collaborated with **Chief Information Officers (CxOs) and decision-makers** to identify and capitalize on new revenue opportunities, resulting in 26% growth in new business acquisitions.
- Revitalized under-penetrated enterprise account through targeted relationship-building, securing a significant storage solution deal, introducing a new line of business, and expanding annual revenues by 32%.

Catapult Systems | South FL

December 2018–July 2019

SR. ACCOUNT EXECUTIVE (27 FL COUNTIES)

- Collaborated with **MSFT sellers** to unlock under-utilized solutions and advance stalled projects, while aligning priorities and maximizing joint opportunities for mutually beneficial business outcomes.
- Delivered consulting and implementation services for Azure and Modern Workplace solutions across **27 FL counties**, driving client retention and business growth in private Enterprise and SLED initiatives.
- Built a pipeline from **\$0** to **\$600K** within **5 months** through client engagement and nurturing of key prospect accounts.

Citrix | Silicon Valley & CA Peninsula

July 2012–October 2018

FIELD SALES MANAGER

- Achieved the highest annual regional quota attainment of **\$9M+** by leading a cross-functional team of 15 in comprehensive sales pursuit activities and channel strategies that increased market penetration across targeted regions.
- Earned multiple awards, accolades, and “Club” trip awards for outstanding sales performance and business growth.
- Strategically positioned comprehensive product solutions, including virtual servers, application delivery and optimization, desktops, and network application delivery controllers, which grew market share.
- Oversaw full sales cycle from prospecting to closing, exceeding targets and boosting revenue in competitive markets.
- Negotiated and closed a noteworthy **7-figure deal** with a high-value client by partnering closely with the Engineering team to implement client engagement strategy and secure long-term commitments.

EARLY CAREER

Inside Sales Networking Specialist / Renewal Sales Specialist | Citrix, FL HQ, NORCAL Territory

EDUCATION

BA Business Administration, Specialization in Agricultural Law | University of Florida - Warrington College of Business