

Ernest A. Whiteside

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IT/MEDICAL SALES

PROFESSIONAL SUMMARY

Software sales and pre-sales professional with 3-5 experience in business development. Expertise in technical, solutions-based complex sales. Experience with lead generation, customer analysis, cold contacting, trade shows, competitive product and market research, presentations, structured demonstrations, proposals, contract negotiation, and shadow management of project implementation. Mix of soft and hard information technology skills. Senior level of experience in medical technology.

EDUCATION

- B.S. Business Management, Park College, Parkville, Missouri (Magna Cum Laude)
- A.S. Medical Laboratory Technology, Community College of the Air Force, Maxwell AFB, Alabama
- High School Diploma, Morley-Stanwood High School, Morley, MI (Honor Roll, Honorary Science Student, Senior Class President)

OTHER SALES AND MANAGEMENT TRAINING

- Miller-Heiman Strategic Selling, Strategic Analysis & Conceptual Selling, Sales Call Planning
- Solution Selling, A Process for Selling Difficult-To-Sell Products and Services
- Management Development Seminars certificate, University of Nebraska, Lincoln

INFORMATION TECHNOLOGY TRAINING/SKILLS

- Programming and Database Design Basics (MS Visual BASIC and Access)
- Web Design Basics (HTML, XML, CSS, JavaScript and MS FrontPage)
- Office Software (MS Word, Excel, PowerPoint, Publisher, Project and VISIO)
- CRM and sales software utilization (Siebel, Vantive and ACT!)
- E-Commerce/EDI Essentials (GENTRAN:Server for Windows NT & MVS)
- CONNECT:Direct & CONNECT:Enterprise for UNIX
- CONNECT:Mailbox SPC (Software Protocol Converter) option
- DataExpress File Transfer Management and Automation Software for NT, UNIX and NonStop Servers

PROFESSIONAL WORK HISTORY IN INFORMATION TECHNOLOGY

Personal Consulting

(Enterprise infrastructure software and services)

Business Development

This consulting project provided services to DMBGroup, Inc. of Flower Mound, TX. They had a strong system integration, development and support team with no dedicated sales team. They contracted my services to build and qualify their pipeline.

My services included building prospect lists from their database and other public information sources, qualifying prospects, making first contact, discovering their needs and positioning the product to meet them, discovering sponsors and the buying process, introducing DMBGroup resources and helping DMBGroup resources through the sales cycle.

DMBGroup selected me for this contract because of my prior experience in the market space and my understanding of the issues surrounding file delivery supported by legacy and Internet protocols, file transformation, database integration and automation of job execution. The effort focused on developing business within the Fortune 1000 companies in financial services, computer service and the retail sectors.

EPIQ Systems, Kansas City, KS
(Enterprise infrastructure software and services)
Account Executive

My responsibilities included new business acquisition from lead generation through close and post-sale support. I handled four of the largest company accounts, including Fiserv, Banco Popular, ADP and Visa. Our target industry focus was banking/financial services, insurance and healthcare and I called on CIO, CTO and COO level.

- Developed a solid pipeline in an undeveloped territory within the first 6 months.
- Exceeded sales expectations and achieved quota in 2001 and 2002.
- Closed the single largest 2002 sale in the division. This complex sale involved software, additional development, installation and training services and was the second largest single DataExpress implementation ever. Software automated e-Securities file transfers in an HP NonStop server environment with multiple protocol support.
- Researched and drafted technical requirements and product features for use in marketing material, proposal templates and presentations.
- Researched third party products for legacy protocol support and EDI/data transformation.
- Provided detailed, in-depth analysis of competitors, competing products and market potential by industry for the sales team.

Sterling Commerce, Irving, TX
(Enterprise infrastructure software and services)
e-Business Advisor

My responsibilities included pre-sales support by helping customers match products with business needs, demonstrating for the customer what a pre-implementation and post-implementation job process would look like and providing cost analysis. Responsibilities also included post-sales follow up to ensure successful implementation and help identify additional sales opportunities. I called on CIO and CTO level and our focus was on fortune 1000 companies.

- Played a key role in implementation follow up for the largest service contract of 2000 for the southwest sales area. The project involved the migration of data transformation from a legacy solution to GENTRAN Server for UNIX. The implementation was complicated by the fact that an unfamiliar legacy EDIFACT file structure standard utilized in European markets had to be supported in the migration.
- Provided high-level product overview for the largest 2000 software sale in the southwest sales area. The presentation clarified the value of migrating from an MVS CONNECT:Direct license to CONNECT:Direct for OS/390. The feature-by-feature presentation outlined technical advantages such as parallel sysplex, native TCP/IP and other features unique to OS/390.

- Participated in a contract-winning team effort to help a semiconductor manufacturer identify paper and computer business processes that could be integrated to reduce costs utilizing GENTRAN products.
- Provided input to the HIPAA compliance committee regarding file transfer security and privacy and verification of HIPPA regulated EDI documents.

Bragg, Whiteside & Associates
(Computer Sales & Internet Web Hosting Services)
Cofounder & Co owner

- Home and Small Office PC System Sales
- PC Upgrades & Software Installs
- Small Networks
- Simple Web Site Design & Hosting

PROFESSIONAL WORK HISTORY IN MEDICAL TECHNOLOGY

Beckman Coulter, Inc.
(Diagnostic Instrument Repair and Field Maintenance)
Clinical Service Engineer

Provided field service and maintenance for medical laboratory instruments

Harlan County Health System, Alma, NE
Diagnostic Services Manager

Supervised and managed laboratory, X-Ray and EKG services. Developed a revised model for billing services. Participated in regional lab manager's roundtables. Served on a regional committee to recommend LIS/MIS software for laboratory and X-Ray services to be acquired for the Great Plains Health Alliance.

United States Air Force
Medical Laboratory Specialist/Technician

Experience in all areas of medical technology with focus on hematology, blood banking and blood donor services. Considerable experience in supply acquisition, vendor selection and capitol equipment acquisition.

Grandview Hospital Medical Center, Dayton, OH
Medical Laboratory Technologist

Microbiology

CERTIFICATIONS AND CREDENTIALS

- Registered Medical Technologist (RMT), International Society for Clinical Laboratory Technology (ISCLT)(1988)(ID#1505870152)
- Certified Clinical Laboratory Technologist (CLT), Department of Health and Human Services (HHS)(1987)(ID#18399)
- Licensed Provisional Limited Radiographer, State of Nebraska (1995-2000) (License#PLT00432)

OTHER WORK HISTORY IN SALES

The Schwan Food Company
Customer Sales Manager

Adams Realty
Real Estate Agent

National Health Insurance Company
Life & Health Insurance Agent

References Available Upon Request