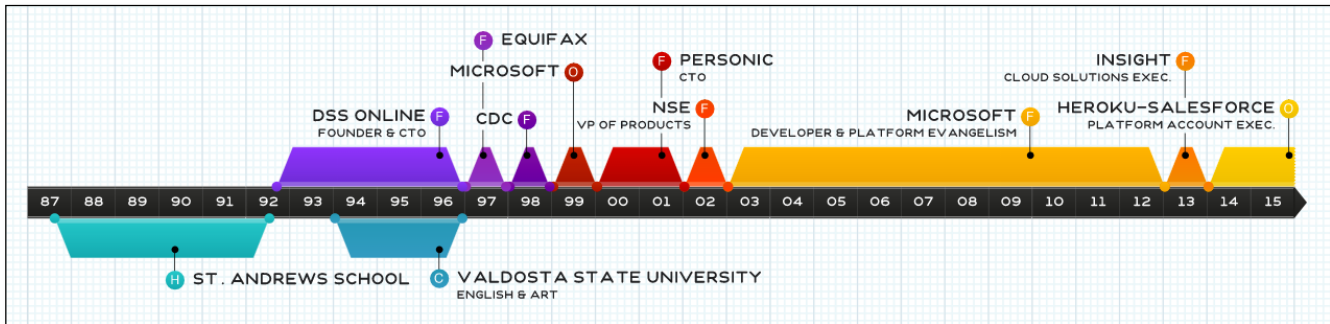david@baliles.com
www.baliles.com
(678) 770-3315

david baliles

AT A GLANCE

CURRENT

Platform Account Exec., **HEROKU (SALESFORCE.COM)**

- Responsible for driving solutions and revenue around the Salesforce.com Platform, primarily focused on the Heroku Platform-as-a-Service (PaaS), Force.com and complimentary cloud offerings such as Communities, Lightning, Analytics etc.
- Assisting mobile and web development partners to leverage Heroku for building compelling Customer Experiences using a variety of languages such as Ruby, PHP, Java, .NET and frameworks such as AngularJS, Material etc.
- Providing architectural & licensing solutions for hybrid applications that touch Heroku, Force.com, Microsoft Azure (IaaS/PaaS/SaaS) as well as other Cloud service offerings
- Managed the East Region territory which included Financial Services, Retail, Public Sector/EDU, Healthcare and General/Corporate Business; Responsible for managing sales opportunity pipelines, whitespace analysis, and closing Salesforce Platform opportunities
- Carried Salesforce Platform sales quota for the Heroku product offerings including Heroku Enterprise, Heroku Connect, Heroku Postgres, Heroku Review Apps, Dynos, Add-Ons and partner services

PREVIOUS

Sr. Cloud Solutions Exec., **INSIGHT (MICROSOFT V-TSP)**

- Responsible for driving solutions and revenue around Office 365, Microsoft Azure (IaaS/PaaS/SaaS) as well as other Cloud service offerings
- Typical day-to-day activities and cloud-oriented customer solutions included: ○ AWS/Azure compete ○ Salesforce.com/MS CRM compete ○ O365 migrations from on premise Exchange, Gmail and Lotus Notes ○ Azure/VMWare hybrid clouds using System Center, VEEM and VSphere
- Winner of Insight's #1 City Achievement Award for sales & services revenue attainment across all US markets (256%)
- Personal Microsoft Software + Services Quota Attainment for FY 2013/14 – Q1: 164%, Q2: 256%, Q3: 177%, Q4: 196%
- Focused on providing pre-sales technical & integration guidance for Enterprise Agreements & Partner licensing solutions, including Symantec EA, Cisco, Google Compute, VMWare Cloud and Microsoft Azure/O365 etc.
- Solutions Architect for Office 365, Windows Azure, System Center hybrid Cloud, SQL Azure, SharePoint Online & Exchange services
- Solutions Architecture & Services lead for the Southeast market, focused on East Region customers
- Promoted to Sr. Cloud Solutions Exec. & Practice Lead for Cloud & Online Services Specialists across North America markets

RECENT HISTORY

Developer Platform & Partner Evangelist, MICROSOFT - 2003-2012

- Responsible for a personal $27 million sales quota for the Developer Platform & Tools business spanning Breadth & Managed accounts in the Public Sector, Healthcare, FinServ, Retail and Pharma industries
- Targeted Audience and Breadth segments via Evangelism Blogs (avg. 10,000 visits per entry), magazine publications such as SharePoint Advisor, MGX/TechReady/Build speaking engagements, panel sessions with standards bodies & advisory councils such as GA TAG, HR-XML, LACC, GCC and W3C
- Developer Platform Insiders Advisory Board, providing sales & marketing guidance to the Developer Platform product teams, and best practices for the developer tools sales field
- Author of Developer Desktop Inventory Kit that leveraged System Center Configuration Manager, Virtual Machine Manager, System Center Inventory Service and other Core IO tools to provide software discovery, asset management and license reconciliation against VL agreements
- Created CRM for Developers, a training program covering lesser-known topics such as Using CRM as an Application Platform, enhancing the CRM User Experience and Mobile xRM
- Published *shadowbox | SharePoint for Developers*, *shadowbox | Developer Operations*, *shadowbox | WP7 Resource Kit* and *shadowbox | Partner Directory* marketing programs for Developer Platform Evangelism (DPE) field organization
- Awarded Worldwide Role of the Year for the Developer & Platform Evangelism field sales force; Chairman's Award nominee

Vice President of Product Development, **NSE** Inc**.** – 02/03
Chief Technology Officer, **Personic** – 00/02
Director of Product Development, **Careerstream** – 00/01) - *acquired by Personic in 2001*
Lead Systems & Debug Engineer, **Microsoft** – 99/00
Platform Architect, **Centers for Disease Control & Prevention (CDC)** – 98/99 Web
Architect, **Equifax** – 97/98
Founding Partner *& CTO*, **DSS Online** – 94/97

RUNNING CAREER HIGHLIGHTS

SPEAKER & PANEL ENGAGEMENTS

- "Internet of Things (IoT)" – Atlanta BDPA
- *"Enterprise Mobility & the Workforce"* – Atlanta BDPA
- *"Mobility Workflow Optimization"* – Georgia TAG
- *"Windows Phone & Lifecycle Management"* – Workforce Mobility Conf.
- *"Asset & Inventory Management for Developer Desktops"* – MSDN Webcast Series & Resource Kit
- *"SharePoint from a User Experience Perspective"* – MSEvents for GovDev
- *"Application Lifecycle Management Strategies & Techniques"* – FOSE Conference, Washington D.C.
- *"The Future of Application Development"* - New York Government Technology Conference, New York
- *"Services Oriented Architecture Trends in Human Resources"* - Microsoft Executive Briefing, Redmond
- *"Software Development Trends in Healthcare"* - CareCentric Annual Conference, Palm Beach

PUBLISHING & MARKETING

- MSDN Developer Desktop Inventory Kit & GovDev-for-TFS Process Template
- SDLC-in-a-Box | Application Lifecycle Management using Visual Studio & MSDN
- Software Development Lifecycle Management using VSTS - Addison-Wesley
- *Visual Studio Team System Licensing*, Microsoft
- *Working with Sharepoint Web Parts*, Sharepoint Advisor Magazine
- *Sharepoint Backup & Restore*, Sharepoint Advisor Magazine
- Professional XML, Professional XML Databases, Professional BizTalk - Wrox Press
- *XML Schemas – Best Practices* – HR-XML.org
- *Audio Markup Language (AUML)* – Submitted to W3C for Voice Markup Language (VML) spec.

ADVISORY ROLES & MEMBERSHIPS

- ShepherdStone, Board of Directors - International Hospice Organization serving African Governments and principalities establish local hospice and medical facilities and training
- SoftTrends, Inc., Board of Advisors - India-based Mobile Device Development company
- .NET Framework Joint Advisory Council - Microsoft
- Technical Steering Committee - HR-XML Consortium (www.hr-xml.org)
- W3C (World Wide Web Consortium) Member - Voice Markup Language Working Group (http://www.w3.org/voice) Worked with the W3C Voice Markup Language Working Group on an XML-based Language Specification, AUML (Audio Markup Language)
- NCEH Chairman - CDC Internet Standards Committee
- NCEH Chairman - CDC Web Technologies Committee