Larry Nochowicz St. Augustine, FL nochowicz@gmail.com 770-330-1728

LEADERSHIP – CREATIVITY – INNOVATION - EXECUTION

Leading business transformation and revenue growth strategies by building collaborative teams amongst sales, channels, services, engineering, marketing, legal, and operations. These teams are engaged in the entire sales process with the customer in order to deliver business relevant solutions.

Primary experience is in sales leadership at technology and financial companies in the global Fortune 500. Focus has been in enterprise, commercial, service provider, public sector, and channels.

Hired and developed high growth sales teams that consistently achieve peak performance. Enabled customers to accelerate digital transformation, revenue growth, and improve key financial metrics.

Success led by developing relationships with the most strategic and complex deals; primarily calling into CEO's, CFO's and CIO's.

A comprehensive understanding of the business process and financial acumen enables me to actively engage at every aspect of the sale.

Cisco Systems, Inc.- Enterprise Sales Leader - 10/16- 8/18

Built relationships with customers at the global Fortune 500. Focus on digital transformation.

Apple Inc., AFS - Enterprise Solutions Advisor – 10/15- 10/16

Start-up group within Apple. Build out phase for sales, legal, and operations capabilities at Apple Financial Services. AFS exists to enable the mobility strategy at Apple Enterprise customers. The team delivers subscription, finance, and lease models focused on simplicity, consistency, and affordability while accelerating adoption of Apple solutions.

Cisco Systems, Inc. – various roles- 8/00-10/15

<u>Cisco -1/13-10/15</u> – <u>Senior Director</u>, Americas, Enterprise Sales Organization

Built the vision and strategy to enable the Enterprise sales team to become the first \$1 Billion+ global business unit in the history of Cisco Capital. This team comprised of 5 regional managers, 30 sales managers, 8 solution specialists, and a team of marketing, credit, legal, and operations resources.

Executed \$1.6 billion in total product and services bookings, grew the business 270%, and achieved 200% of plan. Increased average transaction size by 300% with active relationships in 75% of the Cisco Enterprise base. Finished with 90% of the sales executives achieving 100%+ of target product and service goals.

Developed sales strategies and product solutions for the Americas Enterprise market and embedded those strategies and products into the way Cisco and its channel partners sell Cisco products.

Awarded 2015 Cisco Global Director of the Year for Sales Leadership.

<u>Cisco -3/10-1/13</u> – <u>Director</u>, US Service Provider, directly managed go-to-market strategies in Cisco's Global Service Provider segment. The team aligned to the Cisco US Service Provider segment. Received the FY11, FY12, FY14 Cisco Global Excellence Award for Cisco Capital.

<u>Cisco -8/05-3/10</u> – <u>US Area Manager</u>, Enterprise, Sales management with team goal of \$400M for Cisco Products and Services. Sales Champion for FY06, FY07, and FY08 with top volume and year over year growth.

<u>Cisco -8/00-8/05</u> – <u>US Financial Solutions Manager</u>, Direct sales, start-up phase at Cisco, responsible for initiating relationships for Enterprise, Service Provider, Commercial and Public Sector within Cisco's account base. First 3-time Cisco Chairman's Club winner.

Bank of America Leasing and Capital Group - 8/99-8/00, VP, Global Enterprise, Alpharetta, GA

The CIT Group/ Equipment Financing, Inc. - 1/95-8/99, VP, Vendor Technology, Atlanta, GA

ITT Capital Finance- 2/92-1/95, Account Executive, Atlanta, GA

<u>HSBC / Ingersoll Rand Financial</u> - 9/84-1/92, Collections, Credit, Operations, Sales Atlanta, San Francisco, Dallas, NY, Philadelphia

Education- Mount Saint Mary's University, Emmitsburg, MD, BS Finance, BS Economics