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# MATHEW SORDYL | ICT SALES ENGINEER

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## PROFESSIONAL SUMMARY

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Dynamic sales engineer with over 17 years of experience in ICT, specializing in pre-sales, solution architecture, and customer relationship management. Proven track record of driving digital transformation, increasing customer satisfaction, and growing revenue through advanced cloud services, cybersecurity solutions, and network infrastructure. Skilled in sales revenue generation and solution implementation, cross-functional collaboration, problem-solving, and adapting to emerging technologies.

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## CORE COMPETENCIES

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- **Sales & Engineering:** ICT Sales, Pre-Sales Engineering, Solution Architecture, Account Management, Proposal Development, Technical Consulting, Networking and Lead Generation, Pipeline Management.
- **Technical Expertise:** Cloud Services (AWS, Azure, Google Cloud, Private/Public Cloud), Cybersecurity (SIEM, SASE, Zero-Trust, MDR, SOC/NOC), Networking (HPE, Cisco, Meraki, Fortinet, SD-WAN, VPN, MPLS, LAN/WAN, Virtual/Routing & Switching, Wireless, Hyper Convergence).
- **Emerging Technologies:** IoT, Edge Computing, 5G, AI/ML, APIs, Hybrid and Multi-cloud.
- **Unified Communications:** UCaaS, CCaaS, SIP Trunking, VoIP, Microsoft Teams, WebEx, Zoom, Skype for Business.
- **Tools & Platforms:** Salesforce, CRM Systems, Technical Diagram Generation, RFPs, Bid Drafting, System Troubleshooting, Microsoft Office Suite, MS Project.

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## KEY ACHIEVEMENTS

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- **Closed a \$12M Deal** with two major hospitals for a digital transformation initiative, successfully competing against a global leader in cloud solutions and emerging technologies.
- **Surpassed \$4M annual sales target**, focusing on up-selling/cross-selling to healthcare and energy sectors, while representing Canada's top Information and Communications Technology (ICT) provider.
- **Secured government contracts**, designed and implemented an automated remote SMART meter reading system, along with a nationwide AMBER Alert broadcasting system across TV and radio platforms.
- **Led the design and implementation** of an automated performance monitoring system for AT&T's global IT network, enabling real-time alerts to prevent system failures across the entire network backbone.

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## PROFESSIONAL EXPERIENCE

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### **Solution Sales Engineer – SMB and Enterprise, 11/2020 - Present**

#### **GT Global Services**

- Designed and presented technical solutions for cloud services (AWS, Azure, Google Cloud, Private and Public/Hybrid Cloud), focusing on digital transformation and managed services.
- Delivered ongoing training on emerging technologies including AI, Machine Learning, and Edge Computing, enhancing technical expertise within the sales teams.
- Managed relationships with vendors and partners across North America, driving future-proof solutions like 5G-ready, SD-WAN, virtual routing & switching, and SASE to improve network infrastructure.
- Increased customer satisfaction by 20% through the integration of advanced cybersecurity measures including Zero Trust and SOC/NOC implementations.

### **Solution Sales Specialist - BBM, 05/2019 - 06/2020**

#### **BELL Canada Inc.**

- Managed a commercial account base, leveraging Salesforce to grow revenue and track opportunities across verticals like healthcare and telecommunications.
- Developed proposals for C-level executives, communicating the value of Unified Communications solutions including UCaaS and CCaaS.
- Led the sales cycle from pre-sales to post-sales, ensuring seamless service delivery and effective customer relationship management.

### **Solution Sales Specialist – Healthcare Sector, 03/2018 - 05/2019**

#### **FlexITy Solutions Inc.**

- Maintained a \$50 million revenue stream by driving innovative solutions in the healthcare sector, with a focus on cloud-native platforms and AI-driven analytics.
- Strategized with client executives to uncover new business opportunities and enhance market penetration within the sector.

### **Sales Executive, 09/2017 - 03/2018**

#### **PCM Canada - Contract**

- Managed the entire sales cycle, specializing in networking solutions like HPE, Cisco and Meraki, and cloud services including VMware and Google Cloud.
- Focused on selling professional services and managed services within verticals such as telecommunications and enterprise applications.

**Sales Engineer/Architect, 02/2016 - 08/2016**

**SOFTEL Communications Inc. – Contract**

- Specialized in HPE, Cisco UC portfolio and Microsoft Skype for Business, delivering enterprise voice solutions with direct routing integration for global customers.
- Managed negotiations with OEM partners, deploying solutions that enhanced network infrastructure and cybersecurity.

**Unified Communications Sales Engineer, 09/2010 - 02/2016**

**CAPELLA Telecommunications Inc.**

- Developed growth strategies for innovative technologies like MPLS, SIP Trunking, and Cloud Orchestration, increasing market penetration across Canada.
- Designed integrated communication solutions, focusing on VOIP, network infrastructure, and enterprise application integration.

**Customer Service, Manager Trainee, 01/2006 - 08/2010**

**PRAXAIR INC.**

- Implemented customer care and business development strategies, leading to enhanced customer satisfaction and revenue optimization.
- Managed relationships with major accounts in industries such as steel production, healthcare, and agriculture, converting business needs into technology solutions.

**Network Administrator, 01/1997 - 01/2006**

**PRAXAIR INC.**

- Administered and supported network infrastructure for over 400 users, ensuring secure operations through effective LAN/WAN configurations, firewall management, and data backups.
- Provided technical consulting and recommendations for IT applications and network design, integrating cloud services and virtualized edge solutions.

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**CERTIFICATIONS & EDUCATION**

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- **Bachelor of Science:** Information Technology, Seneca College, 08/2011
- **Certifications:** HPE, Cisco CCNA, CompTIA A+, VMware Sales Professional, Microsoft Certified IT Professional (MCITP); PMP certification (in progress).
- **Technical Training:** Azure Bootcamp, HPE, Cisco Meraki Sales Professional, Google Cloud Certification, Python Development / coding, front-end and back-end.