Philip Costanzo

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BUSINESS DEVELOPMENT & VENDOR PARTNERSHIP MANAGEMENT PROFESSIONAL

Innovative Business Development and Vendor Relations professional with over 25 years of experience building a loyal customer base and vendor partnerships by delivering project directed, targeted, and agile learning solutions that focus on projects where adoption and knowledge transfer is at the forefront.

RELEVANT SKILLS

- Extensive knowledge of Azure and AWS Cloud Platforms and Hierarchy including AI/ML
- Extensive knowledge of the Cybersecurity Landscape and Pain Points within each layer
- Knowledge of Agile Methodologies when building skilling plans
- Customer engagement through strong and trusted relationships with Microsoft and AWS Account Teams across multiple verticals
- Consultative approach to Business Development and Account Management
- Extensive knowledge of Lead and Demand Generation methods for building new customers and partnerships
- Creative energy and strong collaboration skills
- Building long-term customer relationships through integrity and focused solutions
- Extensive knowledge of Needs Analysis and Skills Gap Analysis methods
- Strong Project Management skills
- Strong communication and presentation skills

PROFESSIONAL EXPERIENCE

Senior Learning Consultant   **October, 2020 to Present**
NetCom Learning

- Responsible for managing, maintaining, and growing the learning/training footprint within 20 + domestic and global enterprise customers.
- Responsible for building a network of new business opportunities by interacting with the Microsoft and AWS customer teams by creating targeted/project-based skilling plans for their customer base.
  - Created skilling plan templates for the entire Microsoft ecosystem (Azure/Data/Security, Power Platform, Dynamics 365, Modern Workplace, and Teams) that focus on adoption, modernization, effective usage, and consumption.
  - Actively working and collaborating with over 200 Microsoft TPMs, ATSs, CSAMs, Solutions Specialists, and CSMs.
  - Created a Cybersecurity skilling plan template that addresses solutions to the painpoints experienced across the entire cybersecurity landscape.
  - Currently working on a template for AWS.
- Maintained a yearly average of $1,000,000 plus in revenue for the last 20 years in the authorized education sector.

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VP Business & Product Development (Contractor – Equity Shareholder)   **April, 2018 to October, 2020**
Veritas Cyber & Censeo Analytics – NYC Metropolitan Area

Oversee client base and revenue growth on a national basis through the creation and implementation of third-party reseller programs and direct business development. Oversee overall product development through direct engagement with sector professionals and internal/external Application Developers:

Responsibilities included:

- Created an overall Revenue Growth Strategy and Plan incorporating social media, Email, Webinar, Industry Events/Organizations participation and Lead Generation elements.
- Created a reseller community made up of retired or ex-public safety professionals from the Law Enforcement and Higher Education sectors.
- Ensured Channel Partners selling and go-to-market success by providing detailed product training, digital collateral, and on-site customer support.
- Created and managed an advisory council made up of professionals in both the Law Enforcement and Higher Educations Sectors to provide valuable product development insight and exchange ideas.
- Expanded client reach by Identifying and engaging organizations/businesses that would benefit from being a prototype for their industry.
- Worked closely with Operations and the Development team on potential enhancements and new features based on input from clients, potential clients, and our advisory council.

Managing Partner, VP Business Development   **August, 1995 to July, 2019**
Netlan Technology Center & The Sage Group - New York, NY

Responsible for the overall sales and client growth of the company. Managed and mentored a team of Sales Professionals to aid in achieving company revenue goals.

- Achieved team revenue goals for 5 consecutive years (1995 – 2000), 9 consecutive years (2003 – 2010), and 2 consecutive years (2012 – 2013).
- Developed and implemented an Integrated Custom Training program (ICT) which resulted in significant company/brand recognition and expanded revenue opportunities. (Sample projects below)
    - Viacom: ICT Infrastructure and Messaging Department ($250,000)
    - New York University: ICT Secure Code Web Development ($175,000)
    - JP Morgan Chase: ICT Microsoft SMS and Citrix App Server ($200,000)
    - NYPD: Unified Cyber Center Mentoring ($250,000)
- Developed new processes for employee evaluation which resulted in a 12% marked performance improvement and a 2.6-year increase in employee retention.
- Incorporated the use of Video on company website & developed company newsletter with over 4,000 subscribers.
- Set up and maintained account management and reporting tools (Salesforce/Lotus Notes)
- Developed innovative digital media marketing programs through specific client related content management (blogs), creation and utilization of website landing pages, and social media.
- Created a Lead Generation program using applicable Social Media outlets such as LinkedIn, Facebook, and Twitter, which led to client engagements that resulted in resulting in 35% of my regions total revenue.
- Formulated custom business plans tailored to each individual client
- Negotiated prices, terms of sales and service agreements with a focus on client ROI

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OTHER EXPERIENCE

Founder   **January, 2020 to Present**
Community Safety Council

- Focus on Law Enforcement and Public Safety with members from various organizations with a goal of exchanging ideas and experiences that help keep our communities safer.

EDUCATION

- Rutgers University – New Brunswick, NJ (Graduated Magna cum Laude)
  Two Bachelor Degree' – Business Management & Music Composition
- Essex Community College – Newark, NJ
  Associates Degree in Information Technology

LINKEDIN PROFESSIONAL GROUPS

- Cloud Computing, SaaS, Data Centre & Virtualization
- Computer Security and Forensics
- Learning, Education, and Training Professionals Group
- EC-Council CISO Community
- Data Center and Cloud Marketplace
- Cisco Security
- Intelligence and Security
- Future Trends

REFERENCES

- Customer and Vendor References available upon request