

# TREY MEARS

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## EXECUTIVE TECHNOLOGIST

Self-motivated, industrious, technical, senior level, technologist

With years of technology leadership experience including a strong background in building inspired teams and enterprise solutions to solve complex business and technical problems, Trey is relentless in his pursuit of delivering solutions that drive mutual success. Applying his strong leadership skills and entrepreneurial spirit, Trey excels at building meaningful customer relationships, teams, and people guided to reach a common goal or outcome. Trey is often relied on for his strategic expertise to assist with planning and execution, including the ability to develop comprehensive go-to-market plans and effectively lead teams to execute them. Trey also possesses strong presentation and communication skills where he thrives as a compelling speaker and motivator specializing in digesting and unpacking complicated technical concepts for distribution and delivery to broader audiences.

## SKILLS MATRIX

### BUSINESS DEVELOPMENT

- Business development and growth
- Led campaigns influencing <1B in REV
- Exceeded sales targets - YoY growth
- Lead events, webinars, briefings, QBR's
- Content creation and delivery for global programs and events and engagements
- Influencer and contributor of product design/development
- Collaboration with partner eco-systems
- Led partner development and growth
- Executive and event presentation skills
- Developed and led sales campaigns
- Developed and led business plans
- Contracts and contract negotiation
- Partner/channel manager experience

### LEADERSHIP

- Built and managed successful teams
- Managed direct and indirect reports
- Developed mentoring, leadership and training programs
- Mentored colleagues and co-workers
- Developed policies and procedures
- Budgeting and resource allocation
- P&L control and responsibility
- Employee relations and management
- International leadership experience
- Executive leadership experience
- Global, national, & regional roles
- Program Management
- Cross-functional leadership and collaboration

### TECHNICAL SOLUTIONS

- Field CTO/Account CTO & Technologist
- End to end enterprise architecture
- Telecom, communications & service provider
- Telecom technologies: NFV, VNF, CNF
- Enterprise infrastructure/solutions: Containers, Virtualization, Server, Storage, Network, Cloud, \* As A Service, Services including Microsoft, VMware, & Open Source
- Kubernetes, OpenStack, OpenShift, Rancher
- Enterprise Linux: Red Hat, SUSE, Etc.
- Project planning and management
- Licensing, governance, and compliance
- Solution center briefings, demos, tours
- Led POC campaigns, structure and funding
- Presented at global events and sessions

## PROFESSIONAL EXPERIENCE

### PREVIOUS ROLES AND RESPONSIBILITIES INCLUDE:

SVP, CTO, SENIOR DIRECTOR, DIRECTOR, MANAGER, ASSISTANT MANAGER, SENIOR ARCHITECT, ARCHITECT, PRACTICE LEAD, SENIOR CONSULTANT, SYSTEMS CONSULTANT, CLOUD SPECIALIST

### SENIOR VICE PRESIDENT CROSSVALE

Global Role - (July 2022 - May 2023)

As a senior vice president at Crossvale, my responsibility was to establish partnerships and drive business outcomes between Crossvale and their OEM partners. This role primarily focused on building and delivering services for open-source solutions in partnership with Dell Technologies. This included the strategic development of programs and initiatives built on the establishment of mutual contracts, sales goals, and targets. I leveraged my relationships and skills to work with product groups, engineering, sales, marketing, alliances, services, and strategic partners to drive YoY topline revenue growth of Crossvale products and solutions with Dell Technologies. This position required global travel of up to 70%.

#### Key Result Areas:

- Delivered global MSA and NDA with Dell Technologies and Dell Software
- Delivered PSDF Contract and product SKUs available to all Dell Technologies sellers
- Delivered product solution briefs, roadmaps, and battlecards for Crossvale solutions available through Dell Technologies
- Developed and maintained relationships in product, engineering, sales, marketing, alliances, services and strategic partners
- Developed and executed complete Crossvale rebranding
- Developed marketing assets and programs
- Delivered and launched new Crossvale partner portals with scheduling, resources, chat and deal registration
- Developed sales programs and resources for internal and field-based sellers

**SENIOR SOLUTIONS ARCHITECT  
RED HAT****Regional Role - West - (October 2021 - July 2022)**

As a Senior Solutions Architect for Red Hat, I was responsible for driving the business development and technical sales for Red Hat commercial accounts in the Western United States. As part of the core Red Hat sales team, I served and supported Red Hat customers with enterprise level technical engineering and pre-sales support for named accounts in the West. I was the primary technical advisor for the customer and the Red Hat sales team. I carried the responsibility to speak to value and relevance of open-source solutions that drive positive business outcomes. This position required regional travel of up to 70%.

**Key Result Areas:**

- Developed and maintained meaningful customer relationships focused on relational selling as a trusted advisor
- Created targeted, custom curated customer portals and content
- Consistently delivered sound engineering support to customers and team members
- Technical account plan development and maintenance
- Regularly trained internal/external teams and partners
- Developed national SA customer portal program and training
- Maintained a mentor and mentored others while in role
- Letters of recommendation

**LINUX SOLUTIONS CTO  
DELL TECHNOLOGIES****Global Role - (May 2019 - October 2021)**

As the Linux Solutions CTO at Dell Technologies, I focused primarily on driving the business partnership between Dell Technologies and our opensource partners, primarily Red Hat. This included strategic development of programs and initiatives that provided benefit to both Red Hat and Dell Technologies. I collaborated with our product groups, engineering, sales, marketing, alliances, services, and strategic partners to drive YoY topline revenue growth of Red Hat products and solutions at Dell Technologies. This position required national and some international travel of up to 70%.

**Key Result Areas:**

- Developed and maintained relationships in product, engineering, sales, marketing, alliances, services and strategic partners
- Developed training and enablement programs for internal and external sellers at both Red Hat and Dell Technologies
- Developed marketing assets and programs to drive awareness and sales
- Developed sales incentive programs for internal and field-based sellers
- Consistently exceeded sales goals and metrics with YoY business growth
- Consistently exceeded project expectations and deadlines
- Supported customer focused, national and regional events and programs
- Sought after speaker and contributor for regional and national partner and internal events

**OPEN-SOURCE CLOUD SOLUTIONS SPECIALIST (OUTSIDE SALES)  
DELL TECHNOLOGIES****National Role for NA - (February 2016 - May 2019)**

As a Cloud Solution Specialist for Dell Technologies, I focused on driving the business development and technical pre-sales support for Dell Technologies open-source solutions **primarily for our service provider and telco accounts in North America**. I additionally provided deep technical engineering and pre-sales support to all enterprise and commercial teams for accounts in North America as it related to open-source cloud solutions. The position required regional and national travel of up to 70%.

**Key Result Areas:**

- Developed and drove key partner and channel relationships
- Consistently exceeded sales goals and metrics with YoY business growth
- Consistently exceeded project expectations and deadlines
- Consistently delivered sound engineering support to customers and team members
- Supported customer focused, national and regional events and programs
- Provided consistent feedback and contribution to marketing and product groups at Dell Technologies
- Sought after speaker and contributor for regional and national partner and internal events

**SOLUTIONS CONSULTANT (OUTSIDE SALES)****DELL TECHNOLOGIES****Regional Role: Oregon, Washington, and Idaho - (December 2012 - January 2015)**

As an Outside Solutions Consultant for Dell, I was personally responsible for driving the business development and technical sales for over 16,000 customers and up to \$50M in annual revenue. I provided enterprise level technical engineering and pre-sales support to over 12 Account Executives in Oregon, Washington, and Idaho. I developed and drove the regional pre-sales design and development of technology solutions for Dell's commercial and public customers in the beautiful Pacific-Northwest. These solutions focused on the datacenter and included enterprise Servers, Storage, Networking, Security and Software. This position required regional and national travel of up to 50%.

**Key Result Areas:**

- Developed and maintained excellent client and partner relationships
- Consistently exceed sales goals and metrics with YoY business growth
- Consistently exceed project expectations and deadlines
- Consistently delivered sound engineering support to customers and team members
- Responsible for the development and delivery of a structured training program for all regional Dell SC's
- Developed and maintained a meaningful, customer focused, regional event program
- Developed and maintained storage sizing matrix used by all of Dell internal and field teams
- Provided consistent feedback and contribution to marketing and competitive resource teams at Dell

**VIRTUALIZATION SOLUTIONS PRACTICE LEAD – SOLUTIONS ARCHITECT (OUTSIDE)****MANAGED SOLUTION****San Diego, California - (August 2010 - November 2012)**

As a senior level architect, I was responsible for the design and development of technology solutions for business customers in the greater San Diego area. These solutions focused on virtualization and enterprise infrastructure technologies. I built the solutions primarily around the Microsoft stack of products but also utilized our partnerships with VMware, Dell, HP, NetApp, EMC, Cisco, Riverbed, Juniper, Citrix, etc. I drove exceptional and record-breaking YoY growth as a practice leader in the systems integration team where I developed and implemented policies and procedures for best practices, assessments, documentation, training, and customer service. I consistently exceeded targets.

**SENIOR IT CONSULTANT (OUTSIDE)****STARPOINT ADVANTAGE****San Diego, California - (September 2009 - August 2010)**

As a senior level consultant, I was completely responsible for the day to day and long-term planning/development of IT operations for business clients in the greater San Diego area. I managed the people and all resources necessary to complete successful projects and provide exceptional service. I was responsible to plan, design, implement and support creative technology solutions to meet the growing business needs. Utilized the following technologies: Microsoft, VMware, Dell, HP, IBM, NetApp, EMC, Datto, Cisco, Riverbed, Juniper, Citrix, Wyse, and other MSP monitoring and management technologies such as Connect Wise, Zenith and Continuum. I drove exceptional and record-breaking YoY growth as a practice leader in the systems integration team where I developed and implemented policies and procedures for best practices, assessments, documentation, training, and customer service. I consistently exceeded targets.

**DIRECTOR OF IT****CLC****Johannesburg, South Africa - (February 2006 - June 2009)**

As the director of IT and media, I maintained oversight and direction of IT infrastructure and media operations for a rapidly growing organization in South Africa. Reporting directly to the CEO, I established and managed our complete IT operations, systems, infrastructure, and media delivery. I was directly responsible for overall IT consulting operations of the business. Managed people and all resources necessary to complete IT projects. Responsible to plan, design, implement and support creative technology solutions to meet the growing demands of the organization.

**SENIOR IT DIRECTOR (OUTSIDE SALES)****SCM CONSULTANTS****Kennewick, WA - (August 1999 - February 2006)**

I directly built and oversaw a new IT infrastructure consultancy and integration practice as part of the parent company, SCM Consultants. Responsible for every aspect of this business including business development, sales, marketing, engineering, and training. I managed the people and all resources necessary to complete IT projects. I provided complete IT consulting for small to medium sized businesses in the greater Tri-City area of SW Washington. I was responsible to plan, design, implement and support technology solutions to meet growing business demands. I functioned as the Director of IT for many small, medium organizations. Utilized the following technologies: Microsoft, VMware, Dell, HP, IBM, Linux, Cisco, Citrix, Wyse, and customized an in-house MSP monitoring platform.

**Key Result Areas:**

- Business Development planning and execution for this small startup.
- Directly responsible for expansive growth of 1000% during 7-year tenure in position.
- Maintained excellent client relations and built business through sales, referrals, and recurring projects.
- Maintained excellent performance reviews and a letter of recommendation from the president.

**DIRECTOR OF IT****TECHNICALITIES****Wilsonville, OR - (October 1998 - July 1999)**

Complete responsibility to oversee and direct the enterprise IT infrastructure for a rapidly growing IT startup. Reported directly to CEO. Established and managed complete IT operations, systems, and infrastructure. Maintained excellent performance reviews and client relations.

**IT CONSULTANT (OUTSIDE ENGINEER)****CENTERLOGIC - PACIFIC ONE BANK****Portland, OR - (August 1998 - October 1998)**

Assisted financial sector client with Y2K project. Excelled at task completion and client relations. Maintained excellent performance and a letter of recommendation from the VP of Technical Services.

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**ENDORSEMENTS & RESOURCES**

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**Chris Myhill***Global Director at Dell Technologies*

"Trey and I have had the pleasure of working together for over five years across his past three roles, and I can confidently say that he is an exceptional partner in every way. He consistently seeks out opportunities to add value and create mutually beneficial outcomes, demonstrating an unwavering commitment to success. In my experience working with Trey, I have often relied on his strategic expertise to assist with planning and execution. His strategic agility is unmatched, and he possesses a remarkable ability to develop comprehensive go-to-market plans and effectively lead teams to execute them.

One of Trey's greatest strengths is his unique blend of technical acumen and relational sales skills, making him an invaluable asset to any organization navigating today's complex marketplace. He possesses excellent communication skills, exceptional attention to detail, and commanding leadership skills that set him apart from his peers. Overall, Trey would be a remarkable addition to any team or organization seeking a highly skilled, results-oriented professional with a proven track record of success."

**Stephan Lagerholm***Senior Manager at T-Mobile*

"I had the pleasure of working with Trey while he was at Dell. He and his team helped us with our strategy around compute and infrastructure and created concepts and processes to make T-Mobile the leader in that area. Without Trey we wouldn't be able to accomplish as much as we did with our virtualized compute architecture and Container strategy. I highly recommend him for similar strategic positions in the industry."

**Tony Aguirre***Senior Account Executive – Telecom Lead at Red Hat*

"In every engagement and interaction with large customers, Trey was always over prepared, delivered valuable insight and demonstrated his passion for both the customer and end result. Any organization searching for a technology leader who strives to make a difference should look no further."

**WEBSITE:** [www.treymears.com](http://www.treymears.com)**LINKEDIN PROFILE:** <https://www.linkedin.com/in/treymears/>**SCHEDULE A MEETING:** <https://calendly.com/treymears>