Don Kopanoff

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## STRENGTHS TO LEVERAGE:

* Senior leadership of front-line managers and teams of over 55 individual contributors
* Started two successful $100M + Healthcare Verticals at product companies
* Over 19 years’ experience in growing, creating, and developing new business and services
* Started and grew a Technology Consulting Practice to over $8M in the first 2 years
* P&L Management of $8M - $20M in business
* Experience in the implementation of large-scale Enterprise Application projects ($5M - $20M)
* Uniquely skilled at building Strategy for Services, Sales and Products Solutions
* US Navy Veteran

## Experience

***MetricStream Inc , Atlanta, Ga June 2021 – Present***

***Director of Customer Success and Professional Services for Strategic accounts***

* Hired to start and build out the new Strategic Accounts team
* Responsible for renewals, increasing software usage and Customer Sat for an $8M ARR business line
* Driving project timelines with the services team
* Building the Customer Success framework and efficiencies

***Security Scorecard Inc , Atlanta, Ga March 2020 – April 2020***

***Director of Professional Services***

* Hired to start and grow the Professional Services business, but was laid off due to COVID-19

***AlgoSec Inc , Atlanta, GA Dec 2017 – July 2019***

***Director of Professional Services and Customer Success - Americas***

* Led a team of 3 front-line Managers, Project Managers, CSM’s and Consultants
* Built process and procedures to increase efficiency by 25%
* Introduced fixed fee services templates which reduced the use of SOW’s by 40%
* Increase average PS price from $20k to over $35k, by creating the pre-sales Professional Services role
* Introduced the concept of Professional Services delivery partners
* Cleanup of over $1M in backlog and rebuilt the process for project closure

***Cisco ,*** ***Atlanta, Ga, Jan* 2017 to *Dec 2017***

***Sr. Manager Professional Services and Customer Success – Americas***

* Completed the M&A integration of Lancope’s services into the Cisco’s AS team
* Cleanup of a $3M backlog from the Lancope services before the Cisco purchase
* Integrated the Professional Services and Customer Success Processes, increasing efficiency by 20%
* Led a team of 13 Professional Services Consultants
* Launched the PS Engagement Manager role and increased services sales by 15%

***Fortinet, Atlanta, GA Jan* 2015 to *Aug 2016***

***Sr. Manager Sales Engineering Team and Strategy Lead for Healthcare***

* Led a team of 5 Sales Engineers covering the East and TOLA areas
* Responsibility for a $16M sales number
* Achieved 300% YOY growth in the first year
* Built the SE Team from 0 to 5 Engineers in 3 months
* Frequent Speaker and CHIME, HIMSS and other Healthcare events
* Designed process and procedures specifically for the Healthcare Vertical

***NetApp, Atlanta, GA* 2007 to December 2014**

***Sr. Manager Sales Engineering – Healthcare, SLED - State /Local Government, K-12 and Higher ED***

* Manage a team of 13 Sales Engineers covering the South East and Central US
* Responsibility for a $69M sales number
* Innovated a new product solution to sell specifically to NetApp SLED customers
* Working with Product Development to build a “Surveillance Pod” specific to SLED
* Designing a better process for expediting and validating system configurations

***Sr. Manager Sales Engineering, for the Federal and Healthcare Team*** (2012 -2013)

* Responsible for a team of 14 Subject Matter Experts covering Federal, Healthcare, Microsoft, Oracle, Virtualization and Big Data
* Responsible for the high-level Pre-Sales Support of a $1.14B business
* Building Strategy and Efficiency to better engage the Subject Matter Experts in the correct opportunities

***Sr. Manager Americas Healthcare Strategy – Pre-Sales, Services and Support Services*** (2010 – 2012)

* Selected to start NetApp’s Healthcare Vertical
* Responsible for a team of 4 Consulting System Engineers that certified NetApp’s products within the Healthcare ISV community
* Creating NetApp’s strategy for deliver Professional Services and Support in the Healthcare Vertical.
* Building process and procedures for the implementation of NetApp’s ISV partners
* First year was 105% of our sales budget of $225M

***Sr. Manager Professional Services – Mid-Atlantic, South East and Latin America***  (2007 – 2010)

* Responsible for a team of 50+ employees, including 4 front-line Managers, Engagement Managers, Project Managers, Consultants and Engineers.
* Developing process and procedures to improve and grow a successful Professional Services organization
* Creating matrix to measure productivity and billability of the team to increase efficiency
* Responsible for a $10M Professional Services Business
* Creation of process and procedures for the Professional Services specific to the business in Latin America

***McKesson , Alpharetta, GA* 2002 to 2007**

***Director of Sales Engineering and Professional Services (***2005 – 2007)

* Lead the Technology Sales Engineering and Support for a $120-Million-dollar hardware business
* Yearly Quota $160M + including Sales, Support, Maintenance and Consulting sales
* Inside sales of a $20-Million-dollar service and maintenance contract renewal business
* P&L Management of $20M
* Grew Sales Engineering Team from 6 engineers to 28 engineers and associate engineers

***Manager of Technology Consulting and Professional Services*** (2003 – 2005)

* Managed 2 front-line managers, 25 Consultants and 12 EIA (Enterprise Integration Architects)
* Picked to start a Technology Consulting organization within McKesson Provider Technologies
* Bookings of just over $430k in the first 6 months, $4.1M in the first full year and just over $8M in year two.
* Management of a $8M P&L
* Took the average services sale from $25k to over $100k
* Responsible for developing all services, sales collateral and marketing for the new consulting services

***Manager of Engineering/Professional Services*** (2002 – 2003)

* Led a team of 13 Engineering resources in the delivery of Wireless 802.11A/B/G, Network LAN/WAN, High Availability, Citrix and Tivoli Service Manager products
* Management of a $10M P&L
* Created new service path documentation for all engineering efforts, greatly decreased scope creep.
* Responsible for developing new processes and procedures for TSG engineering increasing efficiency by 25%

## Certificates, Licenses, and Associations:

Six Sigma Black Belk

ITIL Foundation

Member of the IEEE Standards Association