

Tony DeGonia

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SUMMARY

A dynamic and experienced Senior Sales Engineer with a proven track record in delivering exceptional results. Possessing extensive knowledge in IT infrastructure, public cloud, cybersecurity, and networking, I have become a trusted advisor to many customers. Collaboration is key to success, and I excel at collaborating with vendors and cross-functional teams to design and deliver professional services that adhere to best practices. My technical expertise enables me to streamline processes and reduce implementation time, resulting in an average of 25% reduction in deployment time. At the same time, my network and security design knowledge allows me to easily design and implement complex networks, significantly improving efficiency and employee productivity. As an articulate and persuasive communicator, I have a talent for simplifying complex technical concepts and presenting them to diverse audiences. This, combined with my exceptional interpersonal skills and confidence, allows me to inspire and influence customers, leading to increased customer loyalty and sales. Organized and detail-oriented, I have mastered problem-solving and always focused on delivering customer value. I have been named a subject matter expert in various domains, and my ability to deliver results has earned me a reputation as a go-to person for solving complex problems.

EXPERIENCE

IBM Security, Remote

Apr 2023 – Oct 2023

Senior Technical Product Marketing Manager - QRadar Suite (Global Business)

- Crafted a Level 300 technical how-to video package for QRadar SOAR, including a 1-hour demo video, a long-form technical presentation, and multiple 2-page semi-technical presentations. This package effectively conveyed the power and effectiveness of IBM Security QRadar Suite, leading to an increase in product demonstrations.
- Collaborated on a strategic plan with details for a video series on the power of IBM Security QRadar Suite, resulting in a significant % uptick in video content consumption of 35%, resulting in a 15% increase in product demonstrations.
- Successfully demonstrated the IBM Security QRadar Suite to 500+ visitors at Cisco Live 2023, generating 3X the lead production expected by marketing leadership.

Fortra/Alert Logic, Remote

Feb 2022 – Dec 2022

Principal Technical Product Marketing Manager (Global Business)

- Mobilized global sales channels with technical product marketing support, including public speaking, competitive review, and technical review, specializing in MDR offerings to shorten the sales lifecycle by better educating customers.
- Developed a 12-pg guide evaluating Alert Logic and competitors, highlighting strength and weakness differentiators in MDR services, resulting in two large-scale opportunities closing within 30 days of publication, adding ~\$100K MRR.
- Successfully presented to over 150 visitors on cybersecurity compliance at AWS regarding Inforce 2022, resulting in 1.5X lead generation from the previous year's efforts.

AT&T Cybersecurity, Remote

Oct 2018 – Feb 2022

Senior Sales Engineer 3 & 4 – Global Business (Global Healthcare & Public Sector)

- Led POCs for MTDR across 24 states, resulting in ~\$14.1 M or 154%/quota in sales and earning Diamond Club honors.
- Created complex cybersecurity solutions while collaborating with PM, sales, ops, legal, marketing, and leadership, adding \$75M in revenue from 2018 to 2022.
- Designed complete architectural drawing for the AT&T Cybersecurity product portfolio, enabling sales teams to explain the product portfolio while reducing the sales cycle by 25% and increasing upsell by 40% across all sales teams.
- Working with web developers and the sales engineering teams to develop new processes using Salesforce to track customer sizing with easy-to-use web apps, enabling the sales teams to improve MTDR sizing by 50%.

IndigoVision, Ltd, Remote

Aug 2017 – Feb 2018

Senior Sales Engineer 3 (Southeastern Region)

- Uplifted sales revenue by 300% YoY with enterprise companies in a newly created Southeastern US regional market.

- Trained and certified 50+ Technical Partners/Systems Integrators across the U.S. in networking, deployment, and sales disciplines, resulting in 3X growth in strategic partners across the Southeast.
- Worked closely with strategic partners to attain the proper certifications, reducing the number of non-camera system-related support calls by 30%.
- Collaborated with global sales and technical support teams to track customer sizing, solutions design, and technical architecture drawings for creating bills of material and proposals.

WatchGuard Technologies, Inc., Remote
Senior Sales Engineer (TOLA Region)

Jan 2016 – Jan 2017

- Exceeded revenue goals of \$6.3mm in revenue, achieving 104% of quota, helping the TOLA team reach #2 in the US.
- Constant development of advanced UTM Firewall and secure wireless solutions for 5 to 10,000 users with SMB and Enterprise segments, addressing numerous customer security challenges while simplifying the ease of use of the customer's security solutions.
- Evangelized WatchGuard's UTM Firewall capabilities to potential partners and customers at 50+ security events and spoke at several events on the Main Stage to 100+ existing and potential customers.

EDUCATION

American Intercontinental University, Online
 Bachelor Of Fine Arts – Visual Communications & Digital Design - GPA: 3.55

CERTIFICATIONS

PALO ALTO NETWORKS Accredited Systems Engineer (PSE): Associate Foundation Accreditation

PALO ALTO NETWORKS Accredited Systems Engineer (PSE): Foundation Accreditation

ALIENVAULT Certified Security Engineer - AVSE

COMPTIA Security+ (Coursework & 30 Hrs. CPE Complete)

AWS Certified Solution Architect – Associate (Coursework Complete)

INDIGOVISION Certified System Engineer

INDIGOVISION Certified System Trainer

WATCHGUARD Firewall Essentials Engineer Certification

WATCHGUARD Policy Management Engineer Certification

TRAPEZE Wireless Certified Wireless Engineer

TRAPEZE Wireless Certified Wireless Planner

DELL Certified Managed Services Provider

DELL Certified Managed Services Planner

SKILLS & INTERESTS

Technical Skills: Adobe Creative Suite, Automation, AWS, Azure, Hybrid Cloud, Cloud Services, Cybersecurity Compliance, Compliance, Defense, Defense in Depth, Cyber Defense, Engineering, MS Visio, Operations, Problem-Solving, Technical Presentations, Time Management, Trends, Market Trends, MITRE Framework, Industry Trends, SaaS, PaaS, IaaS, SOaaS, Vendor Management, Vendor Enablement, Windows, Mac OS, OmniGraffle, VMWare Fusion, Salesforce, Statement of Work, SOW, Bills of Materials, BOM

Sales Skills: Account Management, Business Requirements, Business Value, Demos, Empathy, Interpersonal Skills, Leadership, MS Excel, MS PowerPoint, MS Word, Pre-Sales, RFPs, RFI, RFQs, Sales, Sales Cycle, Sales Techniques, Sales Processes, Sales Strategy, Salesforce, Quota Attainment, Quota Management

Manufacturer Experience: AT&T/AlienVault, IBM, Palo Alto Networks, WatchGuard, Fortinet, CheckPoint Software, Cisco, VMWare, Microsoft Azure, AWS

Technology Experience: Switching, Routing, Firewalling, SIEM, SOAR, MDR, XDR, TDR, Endpoint, Threat Management, Networking, Project Management, XaaS, Security Architecture, Software Define Networking, SDN, Software Defined Wide Area Networking, SD-WAN, Virtualization, Cloud Services, Active Directory LDAP,

Regional, national, and international travel is acceptable. Travel up to 75% is acceptable.

Reference Letter – Tony DeGonia

Monday, March 18, 2024

To whom it may concern,

I met Tony after AT&T had acquired AlienVault. At the time, I was an individual contributor to AT&T's Cybersecurity group. Over time, I was promoted to Director to run the group specializing in state and local government. Tony moved into the group I managed in 2020. I found him to be exceptional to work with.

Tony is a self-starter. I'd give him a general idea of something we needed, either training tools or technical designs and Tony would take the project on quickly and own it throughout. I never had to wonder if Tony was in charge of the task.

Tony is creative. In my management role, I had to teach salespeople how to sell cybersecurity technologies. Tony was my go-to person for creative and impactful ways to teach a novice about cybersecurity so they could prospect and deliver qualified customers. He also developed sophisticated cybersecurity schematics that rivaled the best I had ever seen.

Tony is customer-centric. Whenever I had a complex or sophisticated customer, I'd bring Tony in first. He has such a customer-centric mindset that he can put them at ease, answer all their questions, and add value by suggesting ideas they had not thought of. He has great skill in building trust with the customer.

Tony is reliable. There were many occasions in our dynamic, fast-paced business when I would have to give Tony a general idea of what I wanted and know that he knew what to do. That reliability gave me the confidence to go after bigger, more complex deals.

All in all, I enjoyed working, collaborating, and winning business with Tony. I know wherever he goes, he will bring these skills and capabilities with him and that organization will flourish as a result.

Very Best,



Patrick Robinson

Cybersecurity Advisory Services

P: 469-833-1925

E: jprobinson@outlook.com

Calendar: <https://calendly.com/jprobinson-22>

AT&T Cybersecurity Sales Jul 2014 – Dec 2021

AT&T Cybersecurity Sales Director, SLED Jan 2021 – Jun 2022

Retired from AT&T Jun 2022

Reference Letter – Tony DeGonia

Monday, April 15, 2024

To whom it may concern,

I wanted to provide more context for referring my friend Tony.

He and I worked together at Alien Vault (Now AT&T Cybersecurity), where he held a key position on the Sales Engineering team. This team was responsible for the POCs of Managed Detection and Response. However, His role encompassed much more in the realm of SASE, as he was responsible for integrating and successfully completing the POC. In short, he accomplished this and exceeded the expectations of his customers, AT&T Cybersecurity management, and executive teams.

He is intimately familiar with the appliance sprawl, complexity, and challenges of integrating multiple disparate technologies and the time it takes to get all this to work.

His qualifications are above the best, but what makes Tony exceptional is his customer-first attitude, low ego, and relatable mannerisms, which draw customers to him like a magnet. He has the steel and the personality that would make him a perfect fit for any role he wants to tackle.

If you would like to schedule a time to discuss Tony, please email me, and we can schedule it.

Thank you,

A handwritten signature in black ink that reads "Doug Smith". The signature is written in a cursive, flowing style.

Douglas Smith

Inside Sales Manager

Cell: 512 783 8181

Email: douglas.smith@catonetworks.com

Cato Networks

<https://www.catonetworks.com>

Reference Letter – Tony DeGonia

Monday, March 18, 2024

To whom it may concern,

During the time I worked with Tony, he diligently self-taught and learned the industry in his spare time. He supported the Southeast USA Team and Territory, where he delivered advanced technical training sessions with good reviews and provided sound design concepts. His attention to detail went above and beyond the call of duty.

Tony has great technical skills and a solid work ethic and will support and work on a problem until resolved. He listened and provided useful feedback through his support style, using his expertise to assist and support the sales efforts. He constantly used his experience and knowledge of technology and industry as a whole and applied them in his daily activities with positive results. Tony made technology understandable so our team could do their job effectively and communicated his knowledge professionally to our customers. He is self-motivated, customer-oriented, and dedicated to helping the customer meet their objectives. Tony truly wants to see the customer satisfied with the product and our service.

If you asked Tony for help, you could count on him to be there. He was smart enough to know when to reach out to higher-level engineers for more complex issues so our team could deliver the best possible solutions to our customers.

Tony worked diligently and successfully promoted our technology to our partners and end customers. I would recommend Tony to any organization looking for such a professional.

Very Best,



Gary Tryon
Senior Sales Director for USA Southeast

IndigoVision Inc.
Cell: (407) 505-9607

LinkedIn Recommendations – Tony DeGonia

Below is a list of recommendations I have received over the years from co-workers, senior leaders, and partner sales managers working for other companies. I believe it conveys the best of my efforts throughout my career to be thoughtful and diligent and always to be the best I can be at whatever job I am tasked with.

Co-Workers

Tony is an excellent product marketer - laser-focused on technical architecture to support both Sales and Product Management. I worked closely with Tony as he provided support to the QRadar SOAR PM team, assisting in the revamp of technical content as well as Sales Enablement materials. Any organization would be lucky to have Tony on their team - he's a dedicated and loyal team member always willing to go out of his way to help others.

Nick Barrett - Product Manager @ IBM Security

Tony has a distinctive background in security operations that is a strong asset in his recent endeavors as a technical product marketing manager and solutions engineer. His technical acumen shone in the projects I worked with him on, and I enjoyed his amiable and funny personality. He's a dedicated team player who would excel in any technical role he pursues, and I'd gladly work with him again.

Jasdeep Singh Arneja – Lead Sales Engineer 3 @ AT&T Cybersecurity

Tony is one of the hardest working individuals I have ever met, and never hesitates to help solve problems to advance the business. I can't count how many times Tony saved the day as an extremely strong technical resource with tremendous experience. I hope I get the chance to work with Tony again in the future and would highly recommend him as a strong team player.

Cyrus Moody - Sr. Cybersecurity Lead - AT&T Cybersecurity

I worked with Tony for 2 years as a Technical Sales Consultant within AT&T Cybersecurity. Tony's knowledge and ability to clearly articulate the value and details of a given security solution were remarkable. He created custom presentations and interactive diagrams that precisely conveyed a given security service's technical and management capabilities. Tony also led Proof of Concept (POC) deployments for Unified Security Management Anywhere (USMA), closely supporting the customer's implementation and use of the service. This greatly improved customer adoption and satisfaction. Additionally, Tony regularly researched the threat landscape and incorporated current intelligence surrounding bad actors Tactics, Techniques and Processes (TTPs), campaigns, and actions into relevant recommendations tailored to a specific customer's needs. Tony is a team player and makes himself available to his fellow teammates. As a result, Tony is a major asset to any cyber security sales organization.

James M. O'Dell – Technical Sales Consultant 4 @AT&T Cybersecurity

Tony brings energy and intensity to all his assigned projects while constantly looking to improve his skill set - essential in today's digital world. Tony is knowledgeable and comfortable speaking to both technical and management personnel. He has a deep technical understanding of security architectures with breadth across several product offerings. With a balance of his technical skills and commitment -- it helps him respond to challenging and ever-changing corporate/customer demands.

Joseph Iacovelli, CISSP - Cyber Security Strategist – AT&T Cybersecurity

Tony is a technical sales, Rockstar! His friendliness, approachability, technical prowess, creativity, and attention to detail make his enthusiasm contagious to colleagues and customers alike. He is always thinking about making things better and easier for our customers. His approach to making complex technical problems understandable has translated into epic business deals. I look forward to working with Tony again at the first opportunity possible.

LinkedIn Recommendations – Tony DeGonia

David Segura – Technical Sales Consultant 4 – AT&T Cybersecurity

This letter is my personal recommendation for Tony DeGonia. I have been working under Tony for a few years now. I found him to be consistently pleasant, tackling all assignments with dedication and a smile.

Besides being a joy to work with, Tony is a take-charge person who is able to present creative ideas and communicate the benefits. He has successfully developed several marketing plans for our company that have resulted in increased revenue. The new revenue was a direct result of the plans implemented by Tony.

Though he was an asset to our marketing efforts, Tony was also extraordinarily helpful in other areas of the company. In addition to writing effective training modules for sales representatives, Tony assumed a leadership role in Company meetings, inspiring and motivating other employees.

Anthony Willis - Network Security Specialist and Network Engineer – Exceptional Technology Solutions, LLC

Senior Management

Rarely do I feel obligated to share my thoughts on my employees, but today I thought I would share some of my observations and thoughts on Tony. I inherited Tony from another team a couple years ago, via an acquisition (AlienVault). Tony quickly established himself as a trusted advisor / engineer for all things SIEM related. His absolute dedication to supporting the entire sales organization made him singularly the most requested engineer on my team. With over seven thousand sellers at ATT, being super popular can be a double edged sword. Tony handles it with excitement and always produces exceptional results. I am proud to call him a teammate.

Terry Hect – Senior Director of Sales Engineering – AT&T Cybersecurity

Tony has a distinctive background in security operations that is a strong asset in his recent endeavors as a technical product marketing manager and solutions engineer. His technical acumen shone in the projects I worked with him on, and I enjoyed his amiable and funny personality. He's a dedicated team player who would excel in any technical role he pursues, and I'd gladly work with him again.

Alyssa Fox - Senior Vice President of Marketing – Alert Logic

I've known Tony for a number of years. He is extremely customer oriented and has a head for seeing the prospective sale with a customer. He can not only help fix a problem but can also work with the customer and show them how to alleviate future issues. Great asset!!

Gary Byers – Senior Director of Operations (Retired)

Channel Partners

I had the good fortune of working with Tony for almost two years. In that time, he worked hard to bring in and evangelize the product I represented, became active in our partner network and even served as a speaker at one of our events. He is an excellent public speaker and does a great job at pulling people into the conversation. In relationship selling, he is exactly the type of person you want in your corner - honest and direct, but also positive and optimistic about what can be done.

Peter Kruger - Prin. Customer Solutions Manager at Amazon Web Services (AWS)

I've known Tony for several years. He has been very supportive and levelheaded in our working relationship. I am proud to call ETS a Business Partner with IBM and Tony has been the primary contributor to this relationship.

Ted Hyde – Senior Director of Channel Sales IBM (Retired)

LinkedIn Recommendations – Tony DeGonia

Tony is an exceptional leader with high expertise, high integrity and creative genius making his company leading performers in all that they do. I have the greatest respect for him and highly recommend him

Douglas Wonson – Chairman and CEO at GreenDish TV

Customer

Tony, and Exceptional Technology Solutions staff members have done a great job for the City of Hutchins and our technology needs. Tony and his staff worked with us to ensure State CJIS compliance, implementation of our new records managements system, and the installation of new hardware to support our computer needs now and for future use.

Steve Perry - Police Chief - Hutchins Police Department (Customer)