

# TONY DEGONIA

Senior Sales Engineer | Public Sector | Cybersecurity | MDR • SIEM • Incident Response • Managed Security

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**\$300M+**

Revenue Influenced

**75%+**

Competitive Win Rate

**95%**

Customer Retention

**Diamond**

Club Winner

**500+**

Demos & Workshops

**15 Years**

Cybersecurity Pre-Sales Experience

## PROFESSIONAL SUMMARY

Senior Sales Engineer with 15+ years leading enterprise security strategy, technical discovery, and proof-of-value engagements across public sector, healthcare, and enterprise markets. Contributed to \$300M+ in revenue, maintained a 75%+ competitive win rate, and earned President's Club recognition twice. Owns the full technical sales cycle — from discovery and architecture design through PoV execution, competitive positioning, and executive alignment with CISOs, CIOs, and agency security leadership. Deep expertise across MDR, SIEM, Incident Response, Threat Detection, and Managed Security Services, with working knowledge of HIPAA, CJIS, PCI-DSS, and DISA-STIG.

*Known for turning complex, fragmented security environments into clear, defensible decisions that accelerate deal velocity and drive measurable outcomes.*

## CORE COMPETENCIES

### PRE-SALES & DEAL EXECUTION

- Technical Discovery & Workshops
- Proof-of-Value / PoC Leadership
- Executive Presentations (CISO, CIO, CTO)
- RFP / RFI Ownership & Strategy
- Solution Architecture Design
- Competitive Positioning & Differentiation
- MEDDPPIC Sales Methodology
- Partner & MSSP Enablement

### SECURITY DOMAINS

- MDR / XDR / SOC Operations
- SIEM Architecture & Use Cases
- Incident Response & Digital Forensics
- Threat Detection & Intelligence
- Managed Security Services (MSS/MDR)
- Network Security (IDS/IPS, FW, WAF)
- Endpoint Security (EDR/EPP)
- Zero Trust / SASE / ZTNA

### PLATFORMS & COMPLIANCE

- AlienVault USM Anywhere. IBM QRadar Suite
- Microsoft Defender & Sentinel One
- Palo Alto • Fortinet • WatchGuard
- CrowdStrike • SentinelOne • Tenable
- AWS • Azure • GCP
- MITRE ATT&CK • NIST CSF • CIS
- HIPAA • PCI-DSS • CJIS • DISA-STIG

## PROFESSIONAL EXPERIENCE

### Founder & Chief Principal Sales Engineer [Technical Sales Alliance](#)

Mar 2025 – Present Remote

- ▶ Built a practitioner-led platform and framework system used by technical pre-sales professionals to structure discovery, model security architectures, and drive faster, more defensible decision-making in enterprise and public sector engagements.
- ▶ Developed vendor-neutral methodologies for evaluating logging architectures, telemetry pipelines, and detection strategies — compressing discovery-to-PoV-to-decision cycles and improving stakeholder alignment.
- ▶ Integrated AI-augmented workflows into RFP development, PoV analysis, and executive deliverables — improving the depth, precision, and decision-orientation of customer-facing content across complex security engagements.
- ▶ Active thought leader in the cybersecurity pre-sales community: weekly content reaching 50,000+ professionals per post with 600+ profile views monthly.

### Senior Solutions Architect – Channel & SE Partner [WanAware \(Contract\)](#)

Aug 2024 – Feb 2025 Remote

- ▶ Led architecture and evaluation engagements aligned to customer-defined success criteria, contributing to a 30% increase in partner win rates across competitive evaluations.
- ▶ Delivered end-to-end PoC/PoV engagements — environment design, validation testing, troubleshooting, and executive readouts.

### Senior Technical Marketing Engineer – QRadar Suite [IBM Security](#)

Apr 2023 – Oct 2023 Remote

- ▶ Delivered 500+ enterprise workshops and demos at Cisco Live 2023 and across customer engagements, contributing to a 25% increase in qualified pipeline.
- ▶ Led executive briefings on SOC modernization; positioned QRadar across SIEM, SOAR, endpoint telemetry, and threat intelligence ecosystems.

### Principal Technical Marketing Engineer – Global Business [Fortra / Alert Logic](#)

Feb 2022 – Dec 2022 Remote

- ▶ Generated \$500K+ in ARR within 30 days through MDR competitive positioning and technical enablement assets.

- ▶ Led cross-functional TCO Calculator initiative increasing business development activity by 50%; directed competitive research improving enterprise positioning.

**Senior Sales Engineer – Healthcare & Public Sector** AT&T Cybersecurity (AlienVault) Oct 2018 – Feb 2022 Remote

- ▶ **Contributed to \$300M+ in total contract value** through technical discovery, architecture-led positioning, PoV/PoC leadership, RFP/RFI ownership, and executive alignment across enterprise, federal, SLED, and healthcare customers.
- ▶ **Maintained a 75%+ competitive win rate**, owning the complete technical sales cycle from initial discovery through solution architecture, competitive strategy, and close.
- ▶ **Earned President's Club recognition twice** for sustained field performance, customer outcomes, and territory contributions across public sector and healthcare verticals.
- ▶ **Drove approximately 95% customer retention** through post-sale partnership with security leadership, ensuring MDR, SIEM, and network security solutions delivered long-term measurable value.
- ▶ Led technical discovery, workshops, and PoV engagements across federal, SLED, and healthcare organizations — translating complex environments into clear, defensible architecture decisions.
- ▶ Delivered HIPAA, CJIS, PCI-DSS, and DISA-STIG aligned architectures; CJIS Security Policy authorized 2009–2022.
- ▶ Served as trusted advisor to CISOs and agency leadership, shaping multi-year roadmaps spanning detection, response, visibility, and Zero Trust modernization.
- ▶ Led RFP/RFI responses and competitive evaluations, positioning against Splunk, CrowdStrike, Palo Alto, and Microsoft in contested public sector opportunities.
- ▶ Mentored junior and Senior SEs and regional peers on discovery methodology, implementation, and competitive positioning of USM Anywhere and MTDR — contributing to a 25% improvement in regional win rates.

**PRIOR PROFESSIONAL EXPERIENCE**

- Senior Sales Engineer – Global Accounts** — IndigoVision 2017 – 2018  
*Drove 300% YoY growth through enterprise and partner enablement — Chevron, SpaceX, JetBlue.*
- Senior Sales Engineer – Cybersecurity** — WatchGuard Technologies 2016 – 2017  
*Delivered 100+ demos and 25 PoCs across TOLA region; designed firewall, IPS, VPN, and secure gateway architectures.*
- Hosted VoIP Architect** — TPx Communications 2013 – 2016
- Founder & Principal Solutions Architect** — Exception Technology Solutions 2008 – 2013  
*Founded award-winning MSSP serving law enforcement and public sector organizations across Texas.*

**CERTIFICATIONS**

ISC2 CISSP — In Progress (Q4 2026) • AlienVault AVSE — Authorized Trainer • Palo Alto PSE: Foundations & Associate • CompTIA Security+ (Coursework Completed) • AWS Certified Solutions Architect – Associate (Coursework Completed) • Fortinet Certified Fundamentals • WatchGuard Certified SE — Authorized Trainer • Dell MSP/MSSP Manager & Architect • IndigoVision Certified Engineer

**EDUCATION & CLEARANCE ELIGIBILITY**

**BA, Visual Communications & Digital Design (92 Credit Hours)** — American Intercontinental University (2003–2005)

**CLEARANCE ELIGIBILITY**

**US Citizen** — NACLIC eligible, all required federal security clearances.

**CJIS/TLETS Compliance** – Have received CJIS/TLETS accreditation with more than 100 agencies over the last 15 years