

SUMMARY

- **Contributing leader and technology expert** with broad experience in executive management, business development and strategic partnerships, enterprise technology architecture and sales, product management and marketing, franchise ownership and management, and marketing communications; positions included some with annual **P&L responsibility ranging up to more than sixty million dollars**.
 - **Technology subject matter expert** in a variety of areas including: enterprise servers, storage, networking, and wireless; security product portfolio, including firewalls, endpoints, SIEM tools, and more (complete security fabric); mobile devices, apps and sites; Cloud computing technologies – public, private, and hybrid, as well as mobility and workforce empowerment; B2B and B2C e-commerce; online services and SaaS; merchant processing services and technology; and personal computer hardware and software.
 - **Outstanding communicator** with experience ranging from one-on-one C-level executive management meetings to large-scale presentations for thousands of people. **Extensive public relations exposure** including being featured on TV and radio programs, as well as appearing in numerous print articles in national, regional and local publications.
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EXPERIENCE

Hewlett Packard Enterprise (HPE)

April 2018 – Present

Enterprise Architect

- HPE is a global technology leader focused on developing intelligent solutions that allow customers to capture, analyze and act upon data seamlessly from edge to core to cloud.
 - **Senior technical liaison and creative technologist** supporting HPE's Federal Systems Integrator partners in addressing the complex enterprise technology needs of large Federal government agencies and programs.
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ePlus Technology, inc.

March 2016 – April 2018

Solutions Architect

- ePlus creates transformative technology solutions for the most visionary companies in the world. From strategy to fulfillment to managed services, ePlus' engineering-centric solutions enable clients to realize what it means for technology to do more.
 - **Focused technical lead and sales engineer**, with particular expertise in solutions based on technologies from Hewlett Packard Enterprise (HPE) and Fortinet. This includes compute, storage and backup, security, wireless networking, public/private/hybrid cloud, digital infrastructure and IoT, and more. Supported the ePlus regional sales team to create innovative enterprise technology solutions for customers in both the commercial and public sectors.
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Daly Computers

March 2015 – March 2016

Enterprise Solutions Specialist

- Daly Computers has been a trusted IT service provider to government and education customers for nearly 30 years. The company's mission is to combine innovative technologies and services into solutions to help customers succeed in their missions.
 - **Thought leader and team builder** who worked with both the Sales and Technical Services teams to deliver the right products and services needed to meet customers' needs. Developed overall strategy for new Enterprise Practice Group and educated both internal and external constituencies on strategy, technology, and overall data center architecture.
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Diamond Mind

January 2014 - June 2014

Vice President, Strategic Partnerships and Business Development

(Contract Position)

- Diamond Mind is the leading provider of payment services and technologies solutions for independent schools.
 - **Market and Product Strategist** who created a Partner Program from the ground up, developed 20+ in-depth Go-To-Market plans and competitive analyses, and expanded Diamond Mind's strategic marketing with enhanced internal knowledge about competitive threats and opportunities.
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Geeks On Call

April 2002 - March 2015

Franchise Owner and General Manager

(Geeks On Call is a franchise and is not affiliated with Best Buy stores, which have a different "geek" organization.)

- Geeks On Call is part of the leading independent computer support organization in the United States. With franchises from coast-to-coast, its certified technicians work onsite with small to medium-sized business (SMB) and residential clients to address all manner of computer and networking needs.

- **Creative entrepreneur** who became the first Geeks On Call franchisee to open in Maryland, and grew that franchise to among the most profitable in the nation through extensive personal networking and business to business marketing. Supported hundreds of commercial service agreement clients, and thousands of home offices and residences throughout Montgomery County, Maryland and surrounding areas.

Netword

April 1997 - April 2002

Chief Operating Officer

- Netword created a patented system of keywords for the Internet, which it marketed to Fortune 1,000 companies to help them promote their brands and products. The company, which began as a privately funded entity, eventually traded publicly under the symbol NTWD.
- **Seasoned executive** of a publicly-traded Internet company responsible for all day-to-day operations including attracting and retaining personnel, managing finances and P&L in an environment subject to the rigorous scrutiny public auditing, interacting with media and analysts, interfacing with investors and the company's Board of Directors, managing remote offices and personnel, and supervising advertising and marketing activities including a national ad campaign featuring Leonard Nimoy. Key, active participant in all activities leading up to a successful public offering.

SelectStar

April 1995 - April 1997

Vice President, Product Management and Marketing

- SelectStar was an early innovator in Online Analytical Processing software (OLAP), which turns raw commercial data into useful information. OLAP products are used by large corporations to make sense of enormous volumes of seemingly disparate data.
- **Experienced leader** that took charge of all product development, personnel hiring and management, sales management, marketing and public relations for an early stage technology startup. Ultimately forged lucrative partnerships and consulting relationships with Fortune 500 corporations.

Intersolv

July 1994 - March 1995

Director of Product Marketing

- Intersolv, whose products are now part of Serena Software, was engaged in the development, marketing and support of enterprise-level computer software products and services for software lifecycle management, automated software quality, data connectivity, and enterprise application development.
- **Global director** of an enterprise product line with development, sales and marketing divisions across the United States and throughout Europe. Position required extensive international team management and travel.

Borland International

November 1990 - July 1994

Senior Product Manager

- Borland was a leader in producing best-of-breed software applications and development tools from the earliest days of the personal computer revolution through the end of the 1990's. Its products were used by Fortune 500 corporations, small to medium-sized businesses, and individuals across the globe.
- **Innovator** who built the Borland Office, now known as the WordPerfect Suite from Corel, from concept to a \$30 million product line; sold to Novell as part of an \$85 million acquisition. Established and managed joint venture relationship between WordPerfect Corp. in Utah and Borland in Silicon Valley. Worldwide product line responsibility and extensive travel to help introduce the product to new markets, large clients, and the global press.

American Management Systems

July 1988 - November 1990

Systems Analyst

E D U C A T I O N

Carnegie Mellon University

Bachelor of Science with Honors
Information and Decision Systems

Phillips Academy at Andover

Graduate – Recipient of the:
G. Grenville Benedict Fellowship

References available upon request; testimonials/recommendations available at www.Linkedin.com/in/shepbostin.