



Jochem Steman

EXECUTIVE LEADERSHIP | BUSINESS
DEVELOPMENT | GO-TO-MARKET STRATEGY

EXECUTIVE PROFILE:

Innovative, performance-driven Senior Executive highly regarded for 20+ years of progressive experience in Business Development, Sales Management, Executive Leadership, and Strategic Planning for IT industry leaders. Proven track record of scaling up and expanding business units and entire companies, maximizing revenues, and client acquisitions in competitive markets. Respected as a visionary, influential leader and collaborator who guides team members in consistently surpassing ambitious sales and performance goals. Builds and maintains lasting international relationships at all professional levels, driving sales objectives through a people-focused approach. Out-of-the-box thinker committed to making continuous strategic, process, and product line improvements to capitalize on market opportunities and enable growth.

SELECTED HIGHLIGHTS

- Refined datacenter processes at Datacenter.com to deliver improved customer flexibility, achieving an estimated 50% increase in customer business efficiency; ensured superior service delivery to 50+ international clients while assessing unique client needs.
- Increased revenue year-over-year, achieving 600% revenue growth from 2017 to 2018 and 266% growth from 2018 to 2019.
- Built relationships and partnerships with a network of 35 local and international service providers at Brocade Communications while managing assigned accounts; increased customer loyalty by 50% in only 12 months.
- Received the Top-Performance Achievement Award for success in EMEA, including the largest deal size and top sales.
- Recruited and trained an all-new team of 10 personnel at DataLogix to fully address the company's vision and goals; delivered well-received strategic oversight and development, helping the team surpass ambitious sales goals by 100% or more.
- Expanded the company's product line to encompass storage, software, virtualization, networking, and computing solutions; identified industry trends and business needs and adjusted strategy and product offerings to match, increasing revenues 125%.

CORE COMPETENCIES

- Executive Leadership
 - Entrepreneurship
 - Go-to-Market Strategy
 - Datacenter Management
 - Negotiations
 - Cross-Functional Communications
 - Business Development
 - Public Relations
 - Partnership Development
 - Performance Development
 - Sales Management
 - IT Solution Delivery
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PROFESSIONAL EXPERIENCE

DATACENTER.COM | Amsterdam, Singapore, Dallas, Cyprus | 2016-2020

Chief Executive Officer

Developed and built Datacenter.com from start-up to a fully operational international data center provider. Managed a team of 15 direct reports across offices in Amsterdam, Singapore and Dallas. Delivered improved flexibility and efficiency to redefine Data-Center-as-a-Service while serving clients across Fortune500, Tech, Media, Retail, ISP, Cloud, and Enterprises. Managed brand creation, development, and implementation of the company's vision and strategy.

- Refined datacenter processes to deliver improved customer flexibility, achieving an estimated 50% increase in customer business efficiency; ensured superior service delivery to 50+ international clients while assessing unique client needs.
- Hired, trained, and supervised new employees across sales, marketing, and operations; delivered motivational, visionary leadership to help the company meet its vision and goals, exceeding annual sales targets by 50% or more.
- Increased revenue year-over-year, achieving 600% revenue growth from 2017 to 2018 and 266% growth from 2018 to 2019.

BROCADE COMMUNICATIONS CORP. | Amsterdam, Netherlands & San Jose, CA | 2014-2016

Territory Manager - xSP and Hi-Tech

Managed the Brocade IP product line, providing state-of-the-art solutions to the company's Global Cloud Service Provider and HiTech customers. Managed the EMEA region while delivering hardware, software, and services. Supported leading Cloud, Regional, and Data Center service providers in embracing the new IP and next dimension in networking. Created business strategies that delivered consistent win-wins for all stakeholders.

- Built relationships and partnerships with a network of 35 local and international service providers while managing assigned accounts; increased customer loyalty by 50% in only 12 months.
- Identified developing business needs and expanded solution and service offerings accordingly, increasing revenue by 100%.
- Led a 15-member virtual customer advocate team split between San Jose, CA, and the EMEA region; delivered well-received, motivational leadership and training that enabled a 100% increase in team performance as noted by KPIs.
- Received the Top-Performance Achievement Award for success in EMEA, including the largest deal size and top sales.

DATALOGIX | Utrecht, Netherlands | 2010-2014

Founder

Founded DataLogix and built the company from the ground up, ensuring continued success in highly-competitive global markets. Delivered specialized data management infrastructure solutions with a focus on Hitachi Data Systems products. Delivered a variety of services to meet diverse customer needs, including infrastructure consultancy, implementations, and support.

- Participated in all facets of business development, refining the company's business model, business plan, and strategy.
- Recruited and trained an all-new team of 10 personnel to address the company's vision and goals fully; delivered well-received strategic oversight and development, helping the team surpass ambitious sales goals by 100% or more.
- Expanded the company's product line to encompass storage, software, virtualization, networking, and computing solutions; identified industry trends and business needs and adjusted strategy and product offerings to match, increasing revenues 125%.
- Maintained productive professional relations with high-profile clients, including ASML, TomTom, Municipality of The Hague, and ABN Amro Bank; maintained 80+% satisfaction while reducing customer attrition by 100% to secure sales.

IT SOLUTION PARTNERS | Amsterdam, Netherlands | 2007-2010

Manager - Managed Services & Infrastructure Solutions

Directed all aspects of Solution Management and product-related activities. Delivered strategic management of financial (P&L) and operational resources. Developed and implemented company plans for business development and growth.

- Refined the Infrastructure business unit and restructured the Managed Services business unit; led 35-direct reports across both groups, facilitating a 60% increase in business efficiency via process and operational improvements.
- Delivered superior strategic direction while maintaining accountability for all bottom-line factors; directed long-range planning, product management, and service processes that produced a 125% increase in revenues YoY.
- Developed and introduced new products and services, surpassing sales projections by 45% or more per product.

COMPAREX | Netherlands, Belgium, Luxembourg | 2003-2007

Senior Business Manager

Managed all IBM related issues, including Servers, Storage, Networking, Software, and Services. Led a team of 9 throughout daily operations, assigning tasks and roles to increase team performance. Establish and maintain regular operational programs to deliver organizational goals. Oversaw operations, sales, marketing, and partner relations.

- Provided visionary strategic oversight, helping the business unit to surpass its Benelux targets by 30% consistently.
- Devised and implemented strategies to maximize productivity and growth.
- Delivered actionable sales forecasting while negotiating deals while high-profile clients, securing additional sales.

ADDITIONAL EXPERIENCE:

Consultant Benelux | ISIT - The Storage Company | Naarden, Netherlands | 2002-2003

Technical Consultant | Dataman Benelux | Utrecht, The Netherlands | 1998 - 2002

EDUCATION & CERTIFICATIONS

Scutos, Technical Informatica - 1994-1998

Uptime Institute - Accredited Tier Designer - 2019

Brocade in-house - Challenger Sales Course - 2014-2015

IBM - IBM Sales Academie - 2006

Lots of in-house sales, marketing and solution trainings.

ADDITIONAL CREDENTIALS

Technical Skill	Microsoft Office (Word, Excel, PowerPoint, Outlook, Access, Publisher) / Microsoft Visio / Microsoft SharePoint / Dropbox / Salesforce / Exact / Canva / Photoshop / HTML / Basic IP knowledge / Basic Power diagram knowledge / Virtualizaion / Storage.
Languages	Dutch / English
Interests	Reading, windsurfing, sailing, cooking and travelling.