

Career Summary

- ◆ Highly successful business leader, leading outstanding growth in early stage, mid-sized, privately held and publicly traded companies.
- ◆ Twenty-five year record of recruiting, training and coaching teams in diverse environments – startup, small business, corporate enterprise, consumer, military and community.
- ◆ Strong analytic and teaching skills, develops repeatable and scalable processes to drive consistent results.
- ◆ Excellent written, oral communication and interpersonal skills.

Professional Experience

Howard Tech Advisors, Elkridge, MD, 2009 – Present. Howard Tech is an IT Services firm, focused on the greater Howard County small to medium business (SMB) market.

Founder & Managing Partner

- ◆ Developed idea for new company, service offering, and business strategy.
- ◆ Provided all financing to establish business and fund growth.
- ◆ Acquired and delivered services to initial customers, while establishing repeatable processes.
- ◆ Grown firm to largest IT services provider in the Howard County market in less than 4 years.

Artifact Software, Inc., Columbia, MD, 2006 – 2008. Artifact is a Software-as-a-Service (SaaS) pioneer, providing an online project workspace for SMB software teams. The Company was venture funded, founded in 2004 and launched its beta product in 2006.

Senior VP, Sales, Marketing & Services

- ◆ Developed go-to-market and product strategy through various iterations, in collaboration with CEO, Engineering team and Board of Directors.
- ◆ Established sales strategy & tactics, marketing messaging, website, channel strategy and business development plan, acquiring first 100 paying customers and more than 10,000 companies registering to use free service within the first year.
- ◆ Launched active sales effort in October 2007; early enterprise customers include AEGON, Booz Allen Hamilton, Bridgestone-Firestone, Medtronic and Thomson-Reuters.
- ◆ Recruited and trained US and India based sales and business development teams.
- ◆ Co-developed and delivered presentations to venture capital firms as Company sought B round financing.

F5 Networks, Inc., Seattle, WA, 1997 – 2005. F5 Networks is a manufacturer of network equipment used to improve the performance and security of corporate websites and Internet applications. F5 was founded in 1996 and had no customers when I joined. I was employee eight, the first salesperson and the only person outside headquarters. Today, F5 is publicly traded on NASDAQ (FFIV) with \$1B+ in revenue and #1 worldwide market share.

Vice President, Global & Strategic Accounts

2002 – 2005

- ◆ Developed and launched internal start-up organization targeting large, multinational corporations. Key customers include Bank of America, Boeing, General Electric, Johnson & Johnson, and Sprint. Same account sales growth from \$10M (2002) to more than \$65M (2005).
- ◆ Recruited, hired and trained team of Global Account Managers based throughout North America, Europe and in China. Direct team of fourteen, with matrix leadership to global sales organization of 200+ for specific named accounts, comprising of Top 1% of F5 customer base.

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F5 Networks (continued)

- ◆ FY 2005 sales - \$65M (136% plan), FY 2004 sales - \$44M (112% plan), FY 2003 sales - \$24M (103% plan). Top 1% of F5 customers produced more than 20% of total F5 sales in 2005.
- ◆ Recognized with President's Club each year (2003-2005), while managing expenses under budget for twelve consecutive quarters (\$4M FY2005 budget).

Senior Director, Global Sales Development

2000 - 2002

- ◆ Developed and launched training curriculum for Enterprise Selling and Channel Partner Development, driven by corporate strategic transition from "dot-com" to enterprise customer focus and from direct to channel sales.
- ◆ Conducted seminars for employees and channel partners across North America, Europe and Asia.
- ◆ Corporate sales grew 3% per year to \$110M, even as technology sector crashed.

Director of Sales, Mid-Atlantic / Regional Sales Manager

1997 - 2000

- ◆ Hired as the first sales team member and assisted in guiding corporate sales direction and development in all forms (presentation, sales plan, OEM, channel and reseller partner strategy, marketing messaging), during company's formative stages.
- ◆ Grew sales region from individual contributor (1997) to team of 6 field sales people, 3 inside sales people, 1 channel sales manager, 1 strategic account manager and 7 field engineers (2000).
- ◆ Established and built channel partner base from zero to thirty in three years.
- ◆ Recognized as #1 Salesperson in the company for 1997, 1998, and 1999, and #1 Sales Director for 2000.

The Southwestern Company, Nashville, TN, 1990 - 1996. Southwestern is a publisher and bookseller, which recruits 4,000 college students annually to sell books door-to-door each summer. The company was founded in 1868 and nearly all revenues (~\$25M in 1995) are driven via its summer sales program. I was also a top salesperson for five years as a student (1984-88, personally knocking on more than 20,000 doors), and was recruited to build the Mid-Atlantic region.

District Sales Manager

- ◆ Recruited and trained direct sales team (1995 - 125 dealers), growing revenue by more than 400% and per person sales productivity by 52%.
- ◆ Recognized as Sales Manager of the Year, Wall of Greats Award (twice), 100% Increase Award and Champion's Club, Top 1% student sales ranking for four consecutive years (1985-88).

US Army, 18th Airborne Corps, Fort Bragg, NC, 1988-1990. Earned US Army ROTC scholarship while an undergraduate, originally expecting to serve four years active duty. Volunteered for Airborne duty, honorably released early after father's unexpected passing.

Platoon Leader/Maintenance Officer

- ◆ Supervised Platoon Sergeant and 5 non-commissioned officers, responsible for training, motivation and overall health and welfare of 40 soldiers.
- ◆ Assigned and supervised maintenance of company's vehicles, trucks and equipment and managed light equipment repair facility.
- ◆ Served in US Army Reserves 1990 - 1995, Baltimore, MD.
- ◆ Graduate of US Army Airborne School, Fort Benning, GA, 1989, and Ordnance Officer Basic Course, Aberdeen, MD, 1988.

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Education and Community Involvement

Completed numerous Sales, Management and Leadership Courses, including **Miller-Heiman** Strategic Selling, Large Account Management Program, and Channel Partner Management.

Johns Hopkins University, Baltimore, MD. **Masters in Business Administration** with concentration in Electronic Business, 2001.

West Virginia University, Morgantown, WV. **B.S. Mechanical Engineering**, 1988. Completed US Army ROTC and received commission May 1987.

- ◆ Board of Directors, Leadership Howard County (2010-Present), Vice Chairman (2016-Present)
- ◆ Board of Directors, Howard County Chamber of Commerce (2013-Present), Executive Committee (2016-Present)
- ◆ Elder, Grace Community Church, Fulton, MD (2008-Present)
- ◆ Howard County Transition Commission for Youth with Disabilities (2015-Present)
- ◆ Howard County Public School System Budget Review Committee (2016-Present)
- ◆ Technology Advisory Committee, Community Foundation of Howard County (2012-2014)
- ◆ Executive Committee, Baltimore Area Salvation Army Advisory Board (2000-2008)
- ◆ Chairman, Howard County Salvation Army Advisory Council (2006-2011)
- ◆ Board of Trustees and Grant Review Committee, The Columbia Foundation (2008-2011)
- ◆ Graduate, Leadership Howard County (2008)
- ◆ Head & Assistant Coach, Howard County Youth Sports (Football, Lacrosse, Field Hockey, Soccer) 2004-Present