

## Daniel J. Murray

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### Profile

- Twenty years experience in sales, sales management, business development, and marketing
- Worked for technology companies including Cisco Systems, Sonus Networks, and Cable & Wireless
- Consistently recognized as a top producer with above quota achievement
- Worked within large, established companies as well as pre-IPO startups
- Sold voice services and data networking equipment into both enterprise and carrier accounts
- Results oriented with tremendous passion, integrity, work ethic and focus

### Professional Experience

**THE ROCKLAND GROUP, INC.                      BETHESDA, MD                      2003 - Present**

#### Founder & President

Provide executive recruiting services to high tech companies in the Mid-Atlantic area

- Founded business in 2002
- 54 clients currently under contract
- 148% of goal in 2011, added 10 new clients
- Exceeded objectives in 2003, 2005, 2006, 2007, 2008, 2009, 2011
- Grew business 64% in 2006
- Grew business 42% in 2005
- Clients represented include Data Domain, Riverbed, Juniper Networks, F5 Networks, Network Appliance, Starent Networks, Symantec, BEA Systems, Citrix Systems, Neustar

**SONUS NETWORKS, INC.                      WESTFORD, MA                      1999 - 2002**

#### Sales Director, Verizon (2001)

Responsible for selling Sonus next-generation central office switching equipment to Verizon's unregulated business units. These units include Verizon Global Networks, Verizon Advanced Data Services, Verizon Avenue, Verizon Card Services, and Verizon Online

#### Regional Sales Director, Mid-Atlantic (1999-2000)

Responsible for selling Sonus next-generation central office switching equipment to emerging and established Service Providers in an eight state territory

- Joined Sonus pre-IPO as first sales director covering Eastern Region—Territory included Verizon, Nextel, Primus, Startec, Arbinet, Winstar, Teligent, Adelphia
- Played a critical role in the company's success and eventual public offering in May of 2000
- FY'00 revenue quota = \$3.5M, FY'00 production = \$10,850,000 => 310% of quota
- FY'00 - recognized as #3 in world for total sales volume
- Initiated Lab Trial with Verizon GNI to test Sonus technology=>\$35M in business ultimately generated

**Major Account Manager, AOL (1999)**

Responsible for selling Cisco networking products into America Online, Inc. Initiatives included dial access, internal computing, international, enterprise, and CompuServe

**Account Manager (1996 - 1998)**

Responsible for selling Cisco networking products into enterprise accounts in D.C., MD and Northern Virginia. Territory included association/non-profit, legal, and labor union vertical markets

- FY'97 revenue quota = \$1.3M, FY'97 revenue production = \$1.5M => 115% of quota
- FY'98 revenue quota = \$4.0M, FY'98 revenue production = \$7.02M => 175% of quota
- FY'98 - Account Manager of the year, #1 in Operation
- FY'99 – On-target to exceed revenue quota of \$40M

**Business Development Manager (1992 – 1996)**

Initiated strategic alliances with trade associations and resellers to market Cable & Wireless telecommunications services nationwide

**Sales Manager (1990 – 1992)**

Recruited, trained, and developed the sales force for the Washington, D.C. sales office of Cable & Wireless to market telecommunications services in the D.C. market.

**Account Manager (1988 - 1990)**

Directed sales of Cable & Wireless telecommunication services in the Washington, D.C. market

- FY'93 - Business Development Manager of the year
- Increased FY'92 revenue from \$1.47M to \$39.2M in FY'96 as Business Development Manager
- Averaged 120% of district quota throughout tenure as Sales Manager, set company record of sixteen consecutive months above quota
- Averaged 148% of quota throughout tenure as a Account Manager

**Education**

Bachelor of Science, Marketing  
University of Maryland, College Park

**Personal Interests**

Golfing, mountain biking, riding motorcycles, travelling, family