

CRAIG McCULLOUGH

PROFESSIONAL EXPERIENCE

HEWLETT-PACKARD COMPANY, Palo Alto, California

February 2008 – Present

District Sales Manager—Federal Datacenter Sales Teams (October 2009 – Present)

Manage enterprise sales teams providing datacenter server, storage and networking solutions to civilian and intelligence agencies within the U.S. federal government. Responsible for \$300 million+ in annual revenue.

Key Achievements

- Grew Industry Standard Server revenue in FY10 to \$256 million, exceeding quota by 110%.
- Exceeded FY11 Industry Standard Server business unit quota by 102% generating revenue of \$296 million.
- Maintained revenue and market share in FY12 against a 30% reduction in sales force and supporting resources.
- Implemented realignment of Business Critical Server business unit into Industry Standard Server business unit to capitalize on market growth within civilian and intelligence accounts.
- Developed strategic growth initiative with major corporate partner to secure market opportunity created by competitor's acquisition. The initiative led directly to the competitive takeout of a \$3 million IT infrastructure at the Federal Bureau of Investigation and secured \$15 million in additional revenue over the next FY.
- Created and launched joint sales program with large semiconductor chip manufacturer to increase market share and revenue. Program is currently in its fifth year and has generated \$30 million in net new revenue in FY12.

Sales Director (acting)—HP Networking Federal Sales (March 2011 – September 2011)

At the request of the Vice President of HP Networking for the Americas, agreed to lead the HP Networking sales organization in the U.S. federal region until a permanent director was hired.

Key Achievements

- Inherited team of eight sales professionals with significant retention issues due to poor account alignment and compensation issues.
- Successfully transitioned organization into federal sales segment to better align activities with the federal buying cycle.
- Built management infrastructure to support transition by realigning district manager and account representative coverage to better function within federal sales organization.
- Identified and resolved significant error in sales plan that had caused compensation and retention issues.
- Improved team's morale and gained their unanimous agreement to stay onboard.
- Identified, interviewed and supported the hiring of a candidate for the permanent sales director position.
- Handed a solid, energized team to the permanent director who benefited from the established momentum, exceeding quota in FY11 by 154%.

Sales Specialist, Team Lead—Enterprise Sales to the United States Department of Justice and Department of Commerce (February 2008 – October 2009)

Key Achievements

- Exceeded 2008 quota of \$13M by 110% producing \$15M in annual revenue.
- Positioned as team lead managing six sales specialists across multiple accounts.
- Responsible for driving and coordinating efforts across multiple business units.
- Exceeded 2009 sales quota of \$15M by 175% producing \$26M in annual revenue.
- Exceeded 2009 multi-year contracts and technical services quota by 300%.

- At the request of HP senior executive management, gave live instruction to approximately 2000 members of the HP worldwide sales force.

GTSI, Herndon, Virginia

January 2004 – February 2008

Senior Client Executive—Information Technology Solution Sales to the United States Department of Justice

Key Achievements

- Developed United States Department of Justice territory and successfully grew account over 320% to its largest standing in GTSI history.
- Exceeded 2007 sales quota by 150%.
- Developed and closed largest BPA in account history.
- Award for Number One Client Executive, first quarter of 2006.
- Exceeded 2005 sales quota by 250%.
- Ranked third out of seventy-six account executives for 2005.
- Awards for Number One Account Executive, first and second quarters of 2005.
- Managed team to create and close \$9.3 million in new Security, Storage, Enterprise Management and Application Development solutions allowing:
 - The U.S. Drug Enforcement Administration to track licensing, usage and shipment of all scheduled narcotics throughout the United States.
 - The Office of U.S. Attorneys to electronically file and track USDOJ litigation.
 - The United States Marshals Service to electronically backup critically sensitive data to undisclosed locations for continuity of operations and disaster recovery.
 - The Executive Office of Immigration Review to refresh and consolidate its enterprise architecture at the primary and hub sites allowing migration from legacy applications and implementation of joint USDOJ/DHS initiatives.
- Enhanced GTSI's presence and positioning in the federal space by attending key federal conferences and aligning company objectives with federal policies and mandates.

Rosenberg & Greenberg, LLP, Baltimore, Maryland
Attorney—Corporate Litigation Division

April 2002 – December 2003

Venable, Baetjer, Howard & Civiletti, LLP, Washington, D.C.
Attorney—Intellectual Property Litigation Practice Group

September 2000 – April 2002

ACTIVITIES/VOLUNTEER/NONPROFIT EXPERIENCE

Instrument Rated Private Pilot

June 2003 – Present

- 600+ hours total flight time and 500+ hours logged as Pilot-in-Command.

Recreational Aviation Foundation

October 2010 – Present

- Liaison to the U.S. federal government, state of Maryland, and Aircraft Owners and Pilots Association
 - Represent general aviation interests to the GA Caucus of the 112th U.S. Congress.
 - Attend key industry and government events.
 - Review and advise on legislation concerning Maryland's Recreational Use Statute.

EDUCATION

University of Baltimore School of Law, Baltimore, MD
J.D., *magna cum laude*, May 2000

Pennsylvania State University, State College, PA
B.S., Biology, June 1993

References available upon request