

William Norris

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Profile

CUSTOMER SUCCESS LEADER | RELATIONSHIP ARCHITECT | STRATEGIC GROWTH PARTNER

Career Highlights

- Generated \$21M in Apple EUC revenue via a 30K iPhone rollout, the largest in SHI's history, lifecycle services, and strategic pricing.
- Secured 8 new enterprise logos and opened 7 whitespace accounts, each generating \$1M+ annually via curated sales strategies.
- Accelerated Apple gross margin from 5.45% to 8.02% across strategic verticals by optimizing MSP, ITAD, branding services
- Boosted revenue 14% YoY and margins 30%+ in a Telecom account through consultative expansion and persona based portfolio.
- Delivered internal seller enablement sessions to 150+ sellers, enhancing attach rates and seller confidence.
- Spearheaded quarterly strategic reviews and QBRs to set clear sales goals and drive productivity.

Work Experience

2020 – 2025

Global Apple Business Development Manager **SHI International Corp**

- Enterprise sales strategist managing high-value technology deployments and lifecycle consulting for Fortune 200 clients.
- Projects include: TCO Modeling & Employee Choice Programs.
- Developed persona-based and asset recovery cost analysis, revealing \$300–\$500 savings per device.
- Accelerated onboarding workflows to reduce time-to-value by over 30%.
- Built customized go-to-market strategies for Pharma, Telecom, and Financial Services clients based on user persona
- Led quarterly executive briefings to identify expansion opportunities and align stakeholders.

Position Accomplishments include:

- Secured 8 new enterprise logos and opened 7 whitespace accounts, each generating \$1M+ annually.
- Increased Apple gross margin from 5.45% to 8.02% across strategic accounts via services based sales strategy.

2018 – 2020

Channel Mac Specialist **SHI International Corp**

- Created value-selling frameworks and optimized Employee Choice Programs for enterprise expansion and long-term cost reduction.
- Created executive dashboards to translate technical insights into business value
- Integrated lifecycle modeling with sales playbooks to streamline procurement workflows.
- Collaborated with IT and HR to improve program usability and reduce support overhead.

Position Accomplishments include:

- Reduced enterprise operating costs by over 20% through deployment

2018 – 2020

streamlining.

- Captured \$1.4M in new Mac revenue by aligning deployment strategies with user personas.

Apple Presales & Solutions Specialist SHI International Corp

- Enabled strategic sales outcomes by equipping sales teams and client stakeholders with lifecycle tools, technical roadmaps.
- Delivered persona-aligned lifecycle frameworks across multiple verticals.
- Created modular training content and real-time sales support to expedite quote productivity generation.
- Deployment Modeling & Partner Differentiation.
- Consulted on scalable onboarding architectures tailored to end-user personas.
- Advised on customer-specific configurations to align with Apple's compliance and privacy best practices.

Position Accomplishments include:

- Elevated SHI to the #1 Apple EUC partner among four major providers by 2019.
- Secured SHI's largest Apple win to date: a \$21M, 30K iPhone deployment packaged with end-to-end services.

2014 – 2018

Enterprise Inside Account Executive SHI International Corp

- Supported strategic enterprise accounts across multiple industries, managing full-cycle device and software rollouts while partnering cross-functionally to drive operational and revenue outcomes.
- Oversaw \$3.1M deployment—the largest Microsoft Surface initiative in SHI's history.
- Coordinated across logistics, engineering, and procurement to ensure delivery excellence.
- Repositioned Apple's value proposition in underperforming accounts through stakeholder mapping and tailored messaging.
- Delivered targeted training and TCO comparisons to key decision-makers across IT and finance.

Position Accomplishments include:

- Achieved 967% YoY Apple revenue growth in a flagship account, scaling from \$80K to \$862K in Q1 2016.
- Improved forecast accuracy and shortened sales cycles by implementing structured feedback loops with inside account managers.

2013 – 2014

Inside Sales Manager SHI International Corp

- Managed daily operations of the Inside Sales team, supporting mid-market and enterprise accounts with a focus on quota attainment, pipeline development, and customer engagement.
- Oversaw team coaching, performance metrics, and OEM coordination to drive account acquisition and growth.
- ERP Modernization Initiative (Pharma Vertical) from DOS system to modern web-based platform
- Designed and led training programs to drive early adoption and reduce transition friction.
- Helped unlock whitespace opportunities, contributing to 18% YoY team revenue growth.

Position Accomplishments include:

- Mentored 4 junior reps to promotion within 12 months by creating personalized coaching tracks.
- Increased forecast accuracy and pipeline visibility & closed opportunities by nearly 20% by revamping reporting structure and cadence.

Work Experience

2005 – 2013

Enterprise Account Manager **SHI International Corp**

- Owned full-cycle sales responsibility for a diverse portfolio of enterprise clients, specializing in global IT strategy, multilingual support.
- Hurricane Katrina IT Infrastructure Recovery
- Coordinated hardware delivery and service restoration across multiple Louisiana parishes.
- Partnered with vendors and field engineers to reestablish essential infrastructure for public safety, healthcare, and education.
- Earned Spanish certification to support HPE Latin America account initiatives.
- Managed Agilent Technologies portfolios across Europe and Asia-Pacific to ensure consistency in service quality and response.

Position Accomplishments include:

- Established trusted relationships with enterprise IT leaders and procurement teams across three continents.
- Delivered consistent quota performance while supporting long-term infrastructure resilience and modernization.

Awards

2019

SHI Drive for New Business Award

Hardware & Advanced Solutions People's Choice Award [Half-Year, 2020]

Education & Certifications

2001 – 2005

Psychology | B.A. **The College of New Jersey**

Technical Skills

- TECHNICAL SKILLS

Salesforce CRM



Microsoft Office Suite



iWork



Google Workspace



Microsoft Teams



BI Data Management &
Analytics



Grammarly



Asana



Adobe Acrobat



Wix



AI/ML Concept Fluency



Microsoft CRM



SharePoint

