

## Bringing The Right Experts To Every Sale

# Session Speakers



**Rick Duran**

Vice President  
Specialized Services

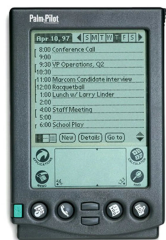


**Mark Venuto**

CEO



# Innovate or fade...



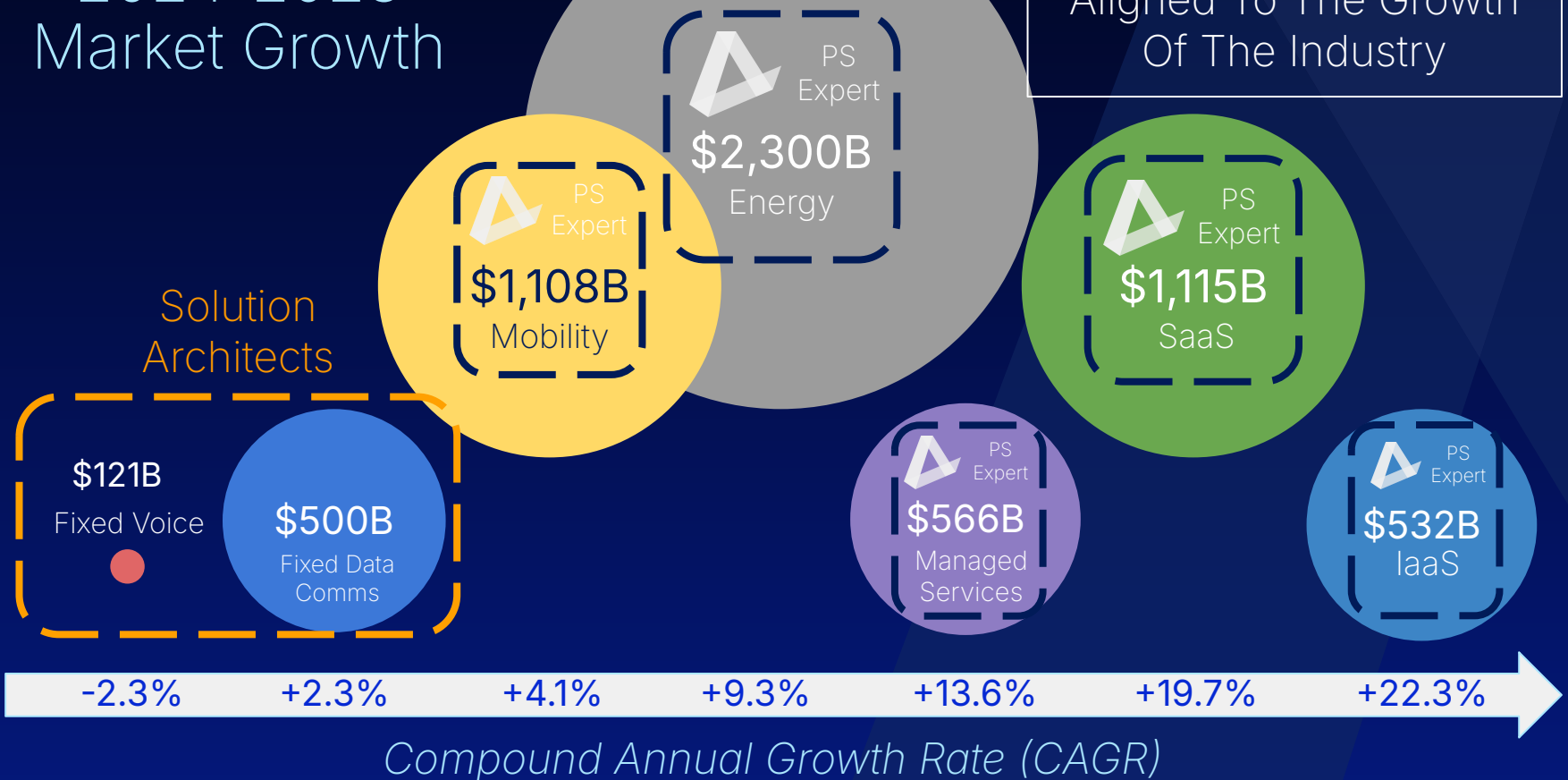


“Then the light bulb went off of in my head. I said, 'Why don't we **train all the IT folks on the marketplace?**' Once we did that, They turned around and started buying **additional products and services** unbeknownst to us”

Mark Venuto  
US Network

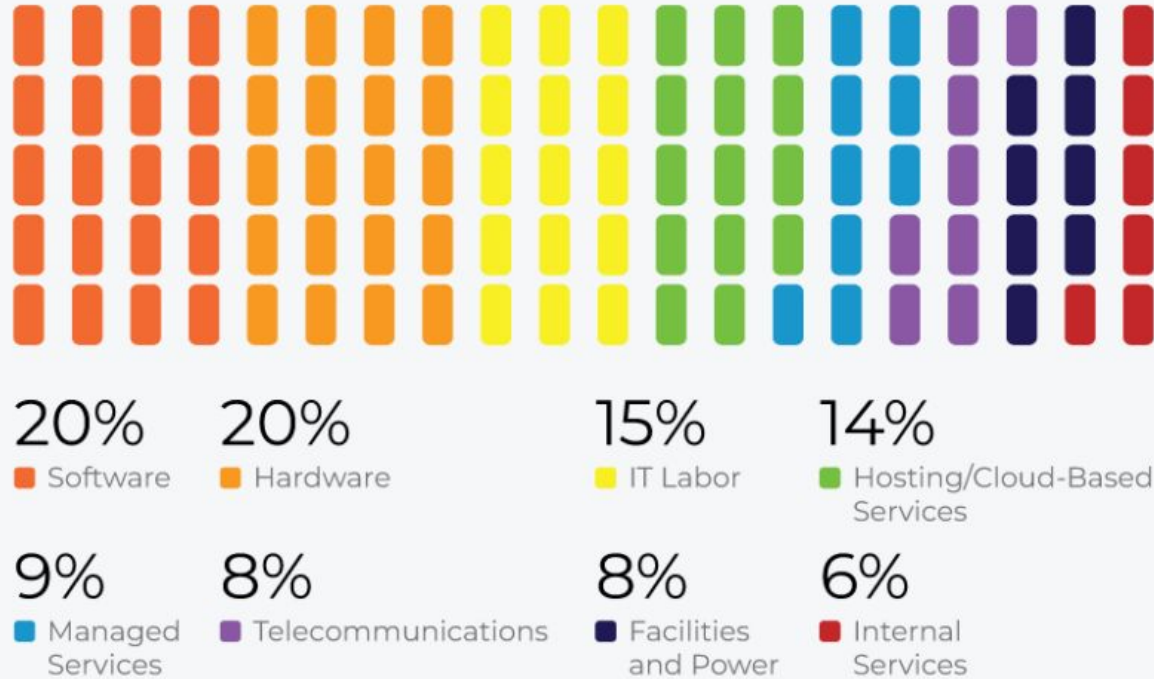
# 2024-2028 Market Growth

Product Specialists (PS)  
Aligned To The Growth  
Of The Industry



## Planned IT Budget Allocations in 2024

(as a percentage of overall IT spending):



Source: ChatGPT

“Specialized sales refers to a **niche area** of sales focused on selling specific products or services that **require a deep understanding of the product, industry, or target market.** This type of sales often involves **complex, high-value,** or technical products and services that **necessitate specialized knowledge and skills.**”

# AppDirect Product Specialist and Solution Architects



Rick Duran  
Vice President  
Specialized Services



Matt Sanders  
Director  
Cloud Services



Chris Donlan  
Senior Manager  
Solution Engineering



Aaron Lee  
Senior Cloud and  
Infrastructure Specialist



Steve Leach  
Senior Microsoft  
Specialist



Chantel Cummings  
Microsoft Specialist



John Boyer  
Microsoft Specialist



Lionel Gross-Bey  
AWS Specialist



Michael Mulligan  
AWS Specialist



Jordan Magda  
Cloud Specialist



Tom Mroz  
Security Specialist



Chris Teeluck  
Data Center &  
Private Cloud Specialist



Erik Posey  
Google Specialist



Thomas Combs  
Software Specialist



Michael Hamlin  
Customer Experience  
Architect



Greg Hancock  
Solution Engineer  
Advanced Network &  
SASE Evangelist



Andrew Marshall  
Solution Engineer  
AI Evangelist



Lee Pallat  
Enterprise Solution Architect  
Data Center & Private Cloud  
Evangelist



Justin Foxwood  
Solution Engineer  
IOT & Mobility Evangelist



Kevin Hyed  
Solution Engineer  
Managed Services  
Evangelist



Jeff Moss  
NOC and Network  
Deployment Specialist



Cassidy McQuaid  
NOC and Network  
Deployment Specialist



Andy Potts  
Energy & Utility  
Optimization Specialist



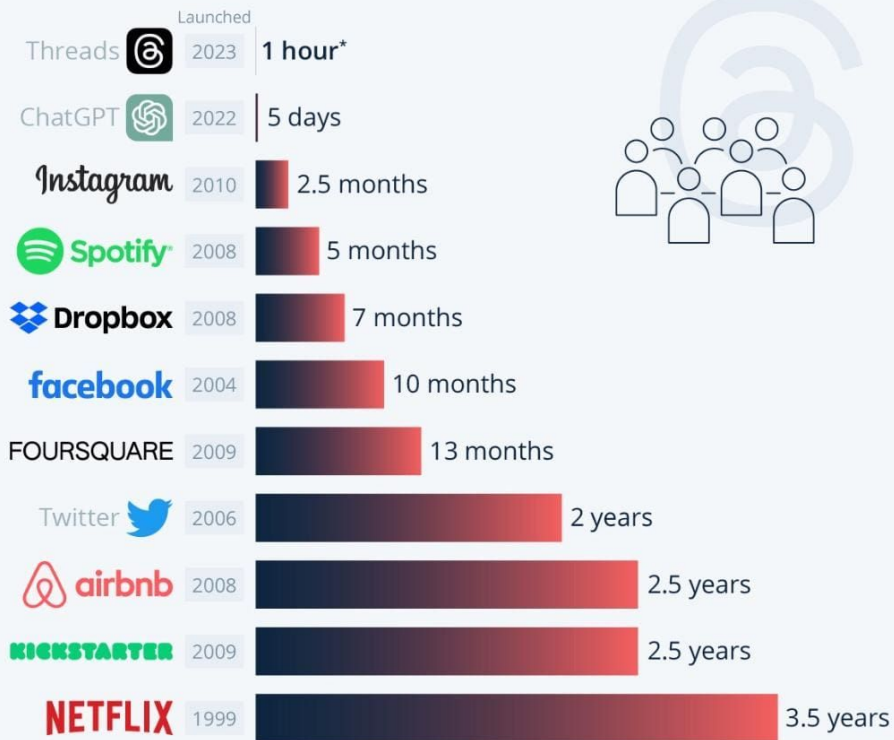
Cathy Weldon  
Mobility & Wireless  
Specialist



AppDirect



# Time it took for selected online services to reach one million users



Refers to one million backers (Kickstarter), nights booked (Airbnb), downloads (Instagram/Foursquare)

\* Two million signups in two hours

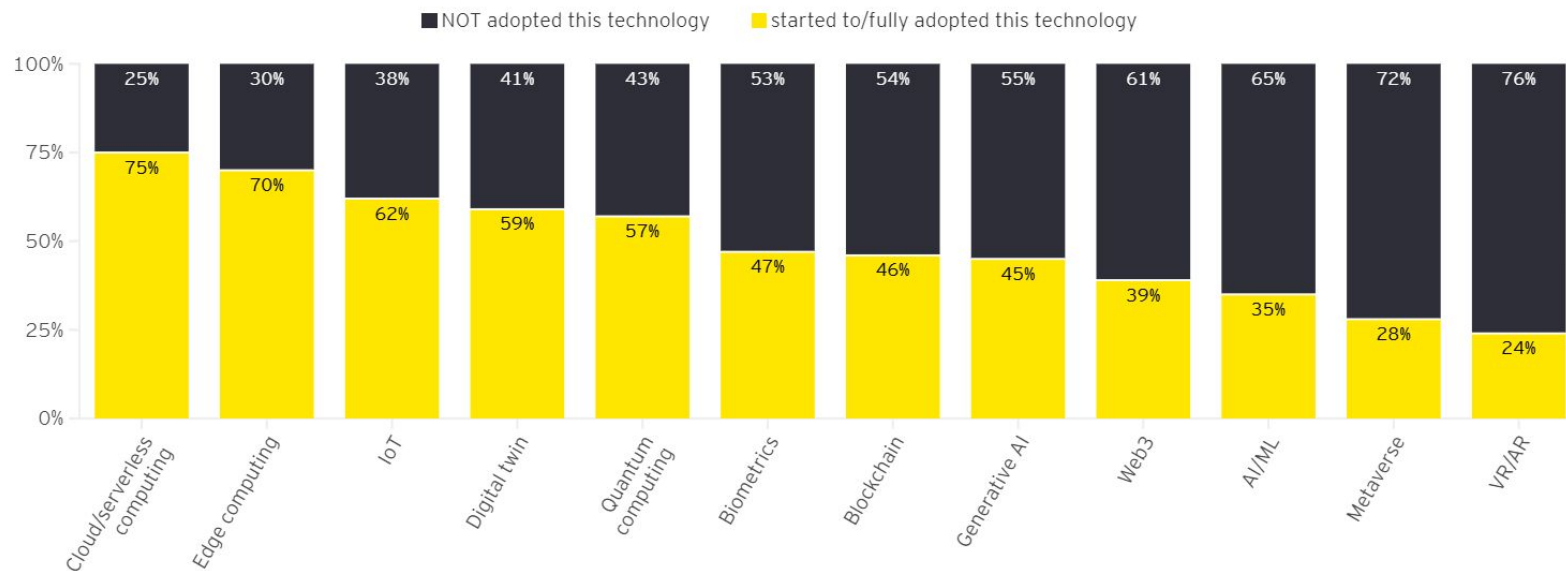
Source: Company announcements via Business Insider/LinkedIn



## The pace of technology adoption is shortening

# Emerging Tech at Work

In the past three years, my company has ...



74%

of employees say their company has started to adopt or fully adopted at least one emerging technology in the past three years.

# How to engage a specialist

The front door to any Product Specialist or Solution Architect should be your Channel Manager or Account Manager. The engagement of the Cloud Team can also take place via: [appdirect.com/cloudsales](https://appdirect.com/cloudsales).

Each Product Specialist and Solution Architect has their schedule available via their email signature and allows for any Advisor to book time on the calendar to discuss opportunities.

# We have a Specialist for that....

## ENERGY

EV Charging | Water & Waste  
Electricity | Natural Gas | Solar

## CONNECTIVITY & SD-WAN/SASE

Fiber | Cable | Wireless | Satellite | TEM

## MANAGED SERVICES

NOC | SOC | Professional Services  
SmartSupport | Asset Management

## SECURITY

Physical Security | Network Security  
Endpoint Security | Cloud Security | SASE

## CLOUD INFRASTRUCTURE

Public, Private, & Hybrid Cloud  
Data Center & Colocation | Disaster Recovery

## SOFTWARE AS A SERVICE

Microsoft | Google | ERP | CRM | Productivity | Business  
Applications | IT Management | BI

## MOBILITY & IoT

Wireless Services | Internet of Things (IoT)  
Managed Mobility | Expense Management (WEM)

## CUSTOMER EXPERIENCE (CX)

UCaaS | Contact Center | CPaaS | SMS  
Analytics | Artificial Intelligence (AI)





# Thank You

**THRIVE24**