

# CHRISTOPHER R. REID

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## DIRECTOR OF CUSTOMER SUCCESS

PaaS/SaaS | Enterprise IoT | Connected Car

Proven ability to drive loyalty, revenue growth, and positive brand reputation at startups and Fortune 50 companies. Specializing in building strong client relationships to understand needs and aligning internal resources to deliver value.

## HIGHLIGHTS

- **Account Strategy:** Maximized the value and profitability of each account by understanding unique needs, providing customized solutions, and building long-term relationships
- **Optimizations:** Led significant monetization efforts to increase customer and client journey for Tier 1 MNO connectivity
- **Executive Collaboration:** Leadership and coordination in developing presentations and proposals for consultants, CXO, and the Board of Directors
- **Advanced Technology:** Integral knowledge CCS, Slicing, 5G Connectivity, Autonomous Vehicles/CCAR hardware/software integrations, APIs for UX/UI platforms

## WORK EXPERIENCE

### PreAct Technologies, Portland OR

### Director of Strategic Accounts

2023

*3D Flash LiDAR and AI Vision Product solutions for Automotive, Robotic, Medical, AgTech, and Industrial sectors.*

- Managed global enterprise strategic accounts and clientele, reporting to Chief Revenue Officer (CRO)
- Oversaw the sales relationship, including initial collaboration, NDA, lifecycle, POC, product pre-order, and customer relationship; liaison for CPO, VP of Engineering, Head of Channel Sales, and product engineering

#### Use Cases

- Near-field solution automotive applications for DMS, OMS, PreCrash, curb detection, AEB, and ADA
- Gesture behavior, object detection, and object avoidance
- Volumetrics, spatial awareness, and cargo logistics

#### Accomplishments

- Spearheaded new CRM for account/enterprise roadmap for product lifecycle tiers, revenue, and customer journey in preparation for the 2023 product launch
- Coordinated future sales expositions for product demonstrations and customer-facing business acquisitions; organized efforts among global engineering, product, and sales

### Matrixx Software, Saratoga, CA

### Director of Customer Success

2020 - 2022

*5G CCS Digital Commerce Platform acting as MVNE for (2) MNO/MVNO wireless digital brands for wireless relationship in multiple stages of product launch.*

- Forged relationships and trust-mentoring with client directors, CXOs, and heads of business
- Cross-functional collaboration among Sales, Delivery & Service, Engineering, and Leadership
- Delivered internal and customer F2F QBRs
- Headed KPI-driven strategy based on contractual renewals, subscriptions, revenue growth, and "Art of the Possible" platform functionality for 5G monetization and improved digital experience journey

#### Accomplishments

- Secured a \$14M renewal for a 36-month MNO in the U.S for both license and 24-month services
- Expanded subscription growth > 100% from EoY'20 through EoY'21 with 1M subscription targets by EoY'22
- Generated >\$30M in 15 customer engagements by promoting the "Modernize Finance" sales strategy

**WORK EXPERIENCE continued.****Cisco Systems, San Jose, CA****2016 - 2020****Global Business Development, Connected Vehicle IoT Cloud****2018 - 2020**

*Responsible for 500K vehicles and devices per month for 20+ automotive OEMs on Cisco's SaaS IoT Control Center platform with 100M+ connected vehicles through 50+ international telecom services providers in 70+ countries.*

- Traffic classification/network slicing solutions to increase OEM revenue streams
- Increased OEM enterprise client revenue from \$80M to \$100M per year by integrating new non-connected brands and EV solutions across connected, autonomous, shared, and electric (C.A.S.E) fleets and vehicles into Cisco's platform

**Lucid Motors + FCA Deal**

- Initiated communication with Lucid Motors, facilitating a partnership with AT&T to become a Cisco Control Center SaaS platform client; brokered a \$100K upsell contract for Cisco Security IoT Stealth watch services
- Restructured a global FCA automotive account, facilitating a renewal with AT&T for subscription-based wireless SIM connectivity for 3.1M+ vehicles with an additional 60K-70K vehicles onboarded each month

**Consulting Solutions Engineer, CCAR/Vehicle****2016 - 2018**

*Accountable for 15+ automotive brands and 40+ subscription-based accounts on the Jasper Control Center connectivity SIM management SaaS platform.*

- Coordinated SaaS platform demonstrations, automation integration, network product testing, pricing, traffic rating, billing, inventory management, diagnostics, and API support; utilized GSM/HSPA+ and LTE network integration

**Allstate Insurance Project**

- Fulfilled a 48-hour emergency request by Allstate to push a technical security policy change to 2M+ usage-based insurance devices via the Cisco Jasper Platform, completing the task in ~40 hours

**Volkswagen, Wolfsburg Germany Facilitation**

- Selected as Cisco CCAR liaison to attend Wolfsburg Germany to address a network failure for the VW Automotive Group in conjunction with IT staff, group directors, AT&T, and Jasper Cisco staff
- Grew subscriptions of VW branded vehicles by >100% to 2.6M+ cars and vehicles post issue resolution, adding 10+ OEM brand accounts including Porsche, Seat, and Skoda over three years

**Jasper (Cisco Systems), Mountain View, CA****AT&T Solutions Engineer****2013 - 2016**

- Deployed reliable dedicated account portals to the OEM as part of vehicle launches for telematics, infotainment, and Firmware Over the Air (FOTA) applications
  - Performed platform analysis, demonstrations, and webinars for over 3000 commercial enterprise clients
  - Cisco Systems acquisition of Jasper in March 2016; promoted to Consulting Solutions Engineer
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**PRIOR WORK EXPERIENCE****ZTE USA AT&T Emerging Devices Organization**, Sr. Wireless IoT Connectivity Product Manager**AT&T Premier Client Group**, Data Network Consultant, Complex Applications Specialist**AT&T Nations Business Markets**, Technical Sales Consultant**Custom Networks Inc.**, Business Development and Sales Manager**Better Brands (Miller Brewing Company), Atlanta, GA**, Commercial Sales

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**EDUCATION****Auburn University, Auburn, AL**

Bachelor of Science in Wildlife Biology &amp; Zoology

**University of Tennessee, Knoxville, TN**

Graduate Studies in Wildlife Management &amp; Ecology