

Amy Sivyer

Enterprise Account Executive | Sales Leader & Mentor

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PROFESSIONAL SUMMARY

Enterprise technology seller and customer service advocate with 12+ years growing strategic accounts across Ohio, Pittsburgh, and Michigan. Multiple time President's Club winner, top US commercial rep, and top services seller, built on one belief: people buy from people who actually show up for them. Known for turning transactional accounts into long-term partnerships, mentoring the teams around me, and staying in the room after the deal closes.

CORE COMPETENCIES

Enterprise & Strategic Account Management | New Business Development & Hunting | Complex, Multimillion-Dollar Deal Cycles | Hardware, Software & Services Solution Selling | Channel & OEM Partnerships | C-Level Relationship Building | Team Leadership, Training & Mentoring | Cross-Team Collaboration | CRM, Forecasting & Pipeline Management

PROFESSIONAL EXPERIENCE

Fractional Sales & Customer Success Advisor | Independent

July 2026 to Present

- Advise technology startups and IT services firms on customer engagement, account growth, and go-to-market strategy for the Northeast Ohio and Pittsburgh markets, drawing on 12+ years of enterprise selling in the region.
- Engagements with two tech firms led to ongoing referral partnerships.
- Speaker, WITCON 2026 (GetWITit Cleveland/Akron chapter; 10 year celebration): "From Minimum Wage to President's Club: A Human Connection Story of Reinvention," on authenticity and human connection as the real engine behind sales success.
- Provide 1:1 career coaching to professionals re-entering the workforce and to healthcare IT professionals navigating burnout or a transition into core IT.

Advanced Technology Executive | Zones LLC

October 2025 to July 2026

- Managed a portfolio of 200+ enterprise accounts consisting of 15% current customers and 85% new business prospects within the Ohio Valley territory selling the full Zones portfolio of hardware, software, cloud, and managed services.
- Built trusted relationships with IT and C-level decision makers to uncover initiatives and align solutions to mission-critical priorities.
- Partnered with OEMs and distribution with relationships that span from legacy names like Cisco, Microsoft, Dell, HPE, ServiceNow, CrowdStrike, to smaller software companies such as Jellyfish, and JetBrains, to unique solutions like Verkada. My portfolio included services at Zones (managed and project), and I also partnered with others (PivIT, KMicro, etc.) to provide specific solutions to architect and fund competitive, right-sized solutions for each customer.
- At the highest point, managed an ever-growing list of 296 accounts consisting of current customers and new business prospects.
- Pipeline of over \$12M in revenue, with \$10M forecast to close by the end of 2026; \$9M of it was added through my own efforts, and the rest came from existing projects and growth in existing accounts.

Account Executive | Improving

March 2025 to October 2025

- Hunted and developed net-new business from an existing relationship base, converting trusted contacts into qualified pipeline for Improving's consulting and training services.
- Built a partner go-to-market framework, selling the value of training and services into the VAR community and running lunch-and-learns to drive demand.
- Joined the Conscious Capitalism board, helping develop and run community events, and participated in Trust Pods and company-wide initiatives to deepen culture and outreach.

Commercial Account Executive, Level 4 | Softchoice

August 2020 to March 2025

- Carried and exceeded a \$1M+ annual quota every year, reaching \$5M+ in attainment in my strongest year.
- Named top commercial sales rep in the US (2022) and top services seller across the company (2023).
- Earned the Orange Code award for customer excellence (2022) for innovative consulting and support on one of the company's largest accounts.
- Closed multimillion dollar deals end to end, from discovery and PO through deployment, across hardware, software, and services.
- Built deep rapport with the vendor community, internal teams, and a loyal personal book of business as a go-to relationship builder.
- Took the initiative to lead informal strengths-based sessions (CliftonStrengths) to help teammates understand their natural talents and collaborate more effectively.
- Served on the Orange Pride board, planning and supporting events for the LGBTQIA+ community at Softchoice and beyond.

Account Manager | 1EDI Source / Epicor

August 2019 to July 2020

- Managed 250 accounts in the manufacturing territory, advising customers on EDI needs from licensing and implementations to server migrations, mapping, and error resolution.
- Partnered with solutions engineers to demo the full product suite and built strategies to sell services as a product, not just software.
- Helped design and launch the Supplier Enablement program, defining how to sell it, track success, and keep suppliers engaged while exceeding customer expectations.

Senior Channel Account Representative | Park Place Technologies

March 2018 to August 2019

- Owned the CDW partnership for a year, then expanded to all major partners (SHI, Softchoice, IT Savvy, PCM, Sirius, Forsythe, CBTS), strengthening channel relationships across PPT HQ and partner sites.
- Piloted a new At-Risk account process with the SVP of Channel Development and managed the partner and channel pipeline in CRM to meet and exceed quota.
- Mentored five account managers as part of a Presidential Channel training program.

Client Experience Supervisor | Park Place Technologies

September 2015 to April 2018

- Built and led a team supporting all Service First and T&M requests company-wide; interviewed, hired, trained, and developed staff across multiple offices.
- Grew the Service First process into \$2.5M+ in contractual revenue (2017) and presented results to C-level leadership and at Sales Kick Off 2017.
- Created onboarding materials and automated customer communication in partnership with Marketing and IT.

Earlier at Park Place Technologies: Service First Specialist and Contract Support Administrator (August 2014 to September 2015), building a foundation in operations, CRM, and C-level reporting before moving into leadership.

EARLIER CAREER & LEADERSHIP

- Director of Member Engagement and Corporate Services Consultant, Lake County YMCA (2012 to 2014): led and developed a team of 30+ employees while rebuilding my career as a single parent.
- Director, Initial Contact Center, Chicago Apartment Finders (2006 to 2008).

AWARDS & RECOGNITION

- Top Commercial Sales Representative, US, Softchoice (2022)
- Top Services Seller, company-wide, Softchoice (2023)
- Orange Code Award for Customer Excellence, Softchoice (2022)
- President's Club honoree, multiple years (Park Place Technologies 2017, Softchoice 2022)
- Core Values Award for Excellence, Park Place Technologies (2016)