

Scott W. Cohen
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OBJECTIVE To challenge my entrepreneurial skills through growth and leadership.

EXPERIENCE **The Drip Coffee, Irvine, CA**
COO, March 1998 - Current

Provide Business Experience to facilitate the growth of the Organization

- Develop and present proposals for additional site locations
- Bring on new wholesale accounts
- Negotiate terms on leases
- Provide assistance in developing product mix and pricing
- Prepare business plan for future funding
- Continue to maintain and build relationships with suppliers

Banter, Newport Beach, CA
National Sales Engineer, October 2000 – November 2001

Work with Sales, Product Management and Marketing to drive Revenue

- Primary Liaison between Sales and the organization
- Present Enterprise Solutions from a Business Perspective and a Technology Perspective.
- Develop Sales Tools that include: Custom Product Demos, Sales Presentations, Technical Sales Training as well Product training
- Assist in creation of new products
- Work with PS to coordinate Pilots with potential customers
- Develop ROI Tools for both direct customers as well as partners
- Work with partners to help sell into customer base (Siebel, Remedy, BT, Avaya)

EXPERIENCE **Macromedia, Newport Beach, CA**
National Director of Technical Sales, September 1998 – October 2000

Generate and support new business in the United States

- Present Enterprise Solutions from a Business Perspective and a Technology Perspective.
- Grew the SE team from 2 to 10
- Coordinate Sales Training for the National Sales Engineering Group
- Provide ROI analysis to prospects
- Develop relationships with key partners (Broadvision, Vignette, Microstrategy, ARTG, Blaze, Documentum)
- Developing implementation plans once the customer has decided to become a partner with our organization.
- Participate at speaking engagements to help promote our organization
- Generate leads through relationship building and Technology Solutions Briefings with Microsoft, Cisco and other industry leading vendors
- Responsible for on-going management of over 15 new accounts that I have been involved in bringing on board
- Consistently exceeded quota quarter after quarter.

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IKON Office Solutions, Irvine, CA
Account Manager, March 1997 - September 1998

Provide Technical Business Solutions to Southern California Businesses

- Develop, present and sell Internetworking solutions to customers
- Generate leads through relationship building and Technology Solutions Briefings with Microsoft, Cisco and other industry leading vendors
- Responsible for management of over 25 Accounts providing customized solutions

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including both hardware and software on platforms such as Compaq and HP, with software solutions including: Citrix, Microsoft BackOffice (NT, Exchange, SMS) and others

- Responsible for management of inside sales team

American Express, Phoenix, AZ

Manager of Developer/Analyst group , *July 1995 - Feb 1997*

Developed Custom Reports for Executive Management

- Was responsible for developing Internet Reporting Requirements and development of reports utilizing C, C++, Unix, Sybase, and Visual Basic
- Created and modified HTML code for use of the AMEX Intranet
- Managed the Internet reporting and distributed work loads to members of the reporting team

Soft Train Corporation, Santa Ana, CA

Programmer/Instructor, *April 1995 - July 1995*

Training and Computer Programming

- Corporate training on the Microsoft Office products, Microsoft Project, and any other software applications required by our client base
- Involved with various database development projects (SQL, Access, Visual Basic)
- Delivered customized training classes based on the need of the customer

Tech Logic Corporation, Harrison, NY

Application Developer, August 1990 – April 1995

Computer Consulting

- Provided assistance in bringing major accounts to the organization
- Developed software application for **Citibank**
- Assisted in design of database
- Provided analysis routines for various accounting applications
- Utilized Word and Excel for various reporting needs

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Scott Cohen Tennis, Southampton, NY
Tennis Professional, May 1986 – April 1995

Tennis Instruction and Retail Sales

- Managed, organized, and structure various tennis programs for junior tournament players
- Aided in organization and structuring of tennis club management and procedures
- Managed and operated retail storefront
- Distributed product to ten clubs around the country

EDUCATION

San Diego State University, San Diego, CA
August 1992 - June 1994

Masters of Business Administration

Emphasis: Database and Data Communication

Indiana State University, Terre Haute, IN
September 1987 – December 1991

Bachelor of Science in Business Administration

Major: Information Systems

Minor: Statistics

References Available Upon Request