

ABRAHAM ASSAD

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SENIOR ACCOUNT MANAGER | SALES DIRECTOR | STRATEGIC GROWTH LEADER

"Driving Organizational Success Through Strategic Talent Management and Optimized Sales Operations"

Accomplished Senior Account Manager and Sales Director with over two decades of success driving growth and leading high-value sales initiatives in the telecommunications industry. Proven expertise in managing complex sales cycles, closing multimillion-dollar deals, and cultivating long-term partnerships with major accounts such as Verizon. Known for delivering over \$459M in revenue, exceeding sales targets by 125%+, and achieving top-tier customer satisfaction. Adept at leveraging advanced 4G and 5G technologies to deliver innovative network solutions, align client needs with business goals, and maximize organizational performance through strategic, consultative selling.

PROFESSIONAL EXPERIENCE

Sales Director, Service Providers | Ruckus Networks

Sunnyvale, CA (December 2024 – October 2025)

- Directed strategic account growth across major telecommunications partners, including Verizon, Frontier, Boldyn Networks, and American Tower, driving adoption of Ruckus Wi-Fi, switching, and cloud solutions to meet revenue goals.
- Served as the primary relationship lead and trusted advisor to key service provider accounts, developing tailored account strategies aligned with each client's technology roadmap and long-term infrastructure objectives.
- Championed cross-functional collaboration with engineering, channel, and product teams to deliver customized networking solutions that enhanced customer performance and strengthened long-term partnerships.
- Provided accurate pipeline forecasting and market intelligence through Salesforce CRM, equipping leadership with data-driven insights for product positioning and strategic decision-making.
- Recognized for executive-level communication and relationship management that consistently advanced customer trust, engagement, and contract expansion opportunities.

Senior Account Manager, Sales Director | Samsung Electronics America

New York, NY (September 2020 – July 2024)

- Collaborated on Verizon's field sales strategy in the Northeast, driving \$112.5M in sales from 2020-2024 through deployment of 5G, LTE, and DAS solutions across Macro and Small Cells network services.
- Coordinated the Commissioning & Integration Services expansion, increasing sales by \$2M in 2020, and enhancing RF Performance Parameter Improvements.
- Managed product portfolio featuring advanced 5G (C-band, mmW) and 4G-LTE technologies, contributing to a team-driven \$9M sales increase in the second half of 2020.
- Cultivate relationships with Verizon, serving as the Account Executive for strategic markets in NY-Metro, Upstate-NY, and New England, resolving issues to optimize customer satisfaction.
- Develop cross-functional strategies to leverage telecommunications expertise in creating solutions for various industries.
- Orchestrate cross-industry workshop series, fostering collaboration to enhance adaptability and innovation across diverse sectors.
- Achieve customer satisfaction rankings within the Northeast sales team for four consecutive years, ensuring high-quality service.

Account Executive, Sales Director | NOKIA

New Jersey, New York Metro (January 2017 – August 2020)

- Generated \$347M in sales from 2016-2019, leading Verizon's NY-Metro account with oversight of 4G & 5G Radio deployments, Software, Optical, and Service Performance needs.
- Initiated and converted quotes into purchase orders, working with the NY-Metro Market to capitalize on sales opportunities.
- Demonstrated leadership as the Verizon Account team lead for NY-Metro and Northern-NJ Field Markets & HQs from 2000 through 2020, supporting strategic client relationships and ensuring customer satisfaction.
- Achieved prestigious Sales President's Club recognition in 2017 for exceeding 100 percent of quota commitments, which included an award trip to Greece.
- Enhanced interdepartmental collaboration, which facilitated the adaptation of telecom technologies to meet diverse client needs.

Account Executive, Sales Director | Alcatel-Lucent /Lucent Technologies

New Jersey, New York Metro (July 2000 – December 2016)

- Orchestrated sales funnel strategies for the development of new business opportunities for product solutions and services, with Verizon Wireless, significantly enhancing account strategy and execution across New Jersey and NY-Metro Field Markets.
- Earned prestigious recognition in the Sales Achievers Club for exceeding sales targets by over 125%, demonstrating exceptional ability to navigate complex sales cycles and close high-value deals.
- Cultivated and maintained strong relationships with key stakeholders, leveraging consultative selling techniques to understand client needs and tailor solutions, effectively enhancing customer engagement and satisfaction.

ADDITIONAL CAREER EXPERIENCE

Product Manager - Analog/Digital Cellular Base Stations | Lucent Technologies, Whippany, NJ

Product Management, Process & Product Engineering | AT&T Network Systems, Whippany, NJ; Phoenix, AZ; Columbus, OH; Swindon

EDUCATION

MS, Industrial Engineering | Purdue University, West Lafayette, IN **BS, Mechanical Engineering** | Penn State University, State College

CORE COMPETENCIES

Strategic Sales Planning | Client Relationship Management | Revenue Growth | Consultative Selling | Market Analysis | Lead Generation & Prospecting | Risk Management | Contract Negotiation Performance Optimization | Account Management | Business Development | Customer Retention | Financial Acumen | Market Trends | Technological Proficiency Skills | **Technical Skills:** Microsoft (Word)