

# **SOPHIA M. LENZ**

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## **Pre-Sales Solutions Consultant – Business Development – Strategic Planning**

### **PROFILE OF QUALIFICATIONS**

- Offering 28 years of dedication to one company within multiple areas of the IT industry by guiding the sales force in understanding the solutions selling process, full-cycle planning and final delivery of all project services
- Strong interpersonal communication and leadership skills that were essential to boosting sales and identifying opportunities while collaborating across departments, delivering presentations, and leading initiatives
- Dynamic thinker who played a key role in enhancing market share by identifying areas for optimization
- Experienced at investigating, identifying, addressing, and following up on customer requirements or concerns

### **EDUCATION & CERTIFICATIONS**

**La Salle University, Philadelphia – B.S., Business Administration, Marketing  
MCP & CompTIA Project +**

### **KEY SKILLS**

Planning – Demonstrations – Strategic Development – Timeline Management  
Project Leadership – Liaising – Client Relationship Management – Driving Sales Growth  
Monitoring Deliverables – Presentations – Proposals – Statements of Work – Reports – Resource Allocation

### **CAREER HIGHLIGHTS**

- Canon Solutions America, Inc. – Senior Pre-Sales Solutions Analyst** **2014 – 3/20/2020**
- Maximize business revenue by expertly overseeing Canon branded/third-party networked scanning, document management, and print output management software solutions and professional services
  - Leverage experience in project development and sales to provide support to Retail/Major Accounts sales teams from discovery to implementation
  - Proactively develop RFP responses, proposals, and project work orders and project scope documentation related to customer engagements
- Regional Managed Print Services Senior Consultant** **2012 – 2014**
- Collaborated with Field Sales and Sales Planning to identify and utilize Managed Print Services (MPS) opportunities, implement continuous improvements, and make recommendations to drive profit and quality
  - Increased awareness and acceptance of the MPS program by partnering with Field Marketing to establish key promotional events, which were a critical component in bolstering sales and support for the program
  - Directed contract perpetration/finalization while simultaneously updating senior leadership with status reports
- Imaging Solutions Specialist** **2009 – 2012**
- Thoroughly analyzed customers' business practices, challenges, and workflow requirements in different vertical markets to provide comprehensive sales support by identifying prospective opportunities
  - Researched and analyzed customer requirements and solutions to keep updated on necessary improvements
  - Liaised with the Marketing team to provide actionable feedback on best practices and new service offerings
- Canon Technology Solutions, Inc. (NCS) – Senior Solutions Application Engineer** **2006 – 2009**
- Presented virtual demonstrations to sales channels, prospects, C-level executives, and IT staff on technology solutions and Information Technology Managed Services (ITMS) as a National Subject Matter Expert
  - Guided all stakeholders through the installation and integration process of new technology solutions/services
  - Facilitated the full-cycle of business development as a Project Coordinator of Resources across the company
- Canon Business Solutions, Inc. – Digital Connectivity Specialist** **2003 – 2006**
- Strengthened business relationships by quickly addressing technical inquiries and recommending solutions
  - Assisted prospects as a Technical Expert and Consultative Advisor by building on previous marketing and sales experience to help them employ the full range of printing/document distribution opportunities
- Market Report Representative** **1995 – 2003**
- Capitalized on a thorough understanding of product offerings during sales meetings, presentations, and customer trainings, while also working to promote technology initiatives in multiple tradeshow events
- Sales Representative** **1993 – 1995**
- Expertly prospected for new customers through cold calling and by networking within the SMB market