

# Michael J. Hogan

## TECHNICAL SALES

My role was to conduct full-cycle sales cycles with customers. The process consisted of cold calling, conducting a business process evaluation, configuring a networked system, internally calculating ROI and developing personalized collateral, presenting our proposition, closing the business. I also assisted current customers with usage and training of new staff.

## PRODUCT IMPLEMENTATION

Travelled on-site to customer who had bought software and trained all personnel from end-users to ownership on keystrokes, reporting and analysis, and specifications. Customized training and specifications to that customer's business processes and educated on best practices if they were not in places.

## HOPHEAD

Phone app allowed user to find and rate beers while viewing up-to-date menus at current bars. Would provide push notifications when favorite beers came in stock. Hosted website allowed bars to update their online, in-house, and HopHead app menus all at once while publishing to Facebook and Twitter. Website also integrated through API to other beer systems to streamline process and pull relevant information.

## SENIOR CAPSTONE PROJECT – HANDHELD EEG

Started with a problem statement, evaluated the competitive landscape, researched market opportunity, built prototype from CAD software and 3D printing, conducted live testing to determine efficacy, and presented results to peers, professors, and project sponsors.

## VOLUNTEERING

Spent 4 hours a week volunteering in the Yale Pediatric Emergency Department. Duties included escorting families, playing with patients or family members, cleaning, and distracting young patients during out-patient procedures.

## REYNOLDS PROJECTS

- (1) Evaluated the value derived from the new and old training systems after the transition, provided pros and cons of both systems, suggested a best-case-scenario layout, and presented letter to director, VP of Sales, and an internal consultant.
- (2) Analyzed customer's install process and provided suggestions on how to overcome gaps between a sold 'ecosystem' and the gradually installed portions of that software and business ecosystem.

## Manage new program launches:

Provide clients with best practices to deploy their programs	X	X			
Conduct training of program administrators		X			
Coordinate the launch with other internal stakeholders	X		X		
Create collaterals			X	X	
Deploy our systems		X			

## Manage our enterprise clients:

Lead initiatives to maximize participation and engagement from end-users	X	X		X	
Provide on-going support and manage their day-to-day needs	X				
Build long-term relationships with our clients	X		X		
Analyze results and effectiveness of the programs	X	X		X	X
Deliver regular reviews internally as well as with the client	X		X		

Collaborate with our marketing team to encourage customer advocacy and to create case studies

## Product Management:

Analyze product usage	X				X
Gather customer product feedback	X	X	X	X	X
Provide strategic recommendations and help product management team define the roadmap	X		X	X	X

## CURRENT SITUATION

Nokia-Withings is looking to expand their Cambridge-based office, more than doubling in size. A concentration of these workers are in customer facing roles, including the Customer Success Specialist. This technical role will engage with enterprise customers, introducing Withings products and services to both employee wellness programs and healthcare organizations. This position will be the main point of contact starting from the product launch. They will become an expert at the use of Withings products and services. The goal is to increase retention & customer lifetime value by becoming a strategic asset to Nokia-Withings customers.

## OBJECTIVES

My goal with this proposal and application is to prove that I am uniquely qualified to help Nokia-Withings with these challenges and can fulfil the duties of the Customer Success Specialist. My background in Biomedical Engineering, extended network, and continued interaction through volunteering shows my passion and dedication to the healthcare field. I have experience (Reynolds & Reynolds) working at a company that has combined products, cultures, and personnel. That experience also helped me show value and work independently while being part of a larger, multi-national company. In both my personal and professional life, I use data and analytics to make informed decisions and then can convey those decisions and outcomes to anyone from experts in the field to novices. My background in engineering, as well as my ability to quickly learn Reynolds' portfolio of products, shows that I can learn technology at an accelerated pace.

## CONCLUSION

My previous experiences, both personal and professional, have shown that I can take initiative after making an informed decision. I provide individual value while working as part of a team. I can learn a technical software or hardware solution and then convey the pertinent information to the customer, tailoring for not only their current situation but also for the ideal outcomes and taking future business changes into account. These qualifications are why I would be a fit for the Nokia-Withings Customer Success Specialist position.

"I had the pleasure of working with Michael for a few years. He always went beyond expectations and isn't the type of person to sit around when there's seemingly nothing to do. In other words, not your typical 9-5 guy. More like 6-whenever the work is polished and finished. Was a pleasure to work with you!!"

**Michael Bittel**

Operations Manager  
Steve Jones CDJR

"I was the lead Implementation Specialist on many of Mike's installations during his training. Mike always impressed me with his hard work and willingness to learn the intricacies of the tool. He was unlike a lot of the other Sales reps because he would study afterhours in order to get a leg up. There was a time that I tried to convince Mike to join Implementation instead of Sales. The implementation department could have used more people like him."

**Matthew Posner**

Implementation Business Analyst  
SAP Fieldglass

"Michael was my coworker at Reynolds & Reynolds. While we were in the sales training program we worked together on multiple occasions and were consistently at the top of the class. With Michael being a quick learner and competitive, competing with Michael was a challenge, but he was always willing to help someone who did not understand or was struggling."

**Michael Johnston**

Document Consultant  
Reynolds & Reynolds