

ALANNA FRANKLIN

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Silicon Valley Sales Engineer with 20+ years of proven track record delivering Networking & Cybersecurity solutions to Fortune 500 customers in the financial, medical, technology, military, and government sectors. With my strong interpersonal skills and a **UC Berkeley Master's degree in Cybersecurity**, complemented by my work experience at **Hewlett Packard (HPE) and Dell Technologies** in diverse roles spanning from IT Helpdesk Technician, Software Development, Technical Support, Sales Enablement, Solution Architect, Presales, to Senior Sales Engineering. My passion is to deliver Cybersecurity products and develop robust strategies that protect organizations from evolving Cyber attacks and threats across Cloud, Hybrid, and On-Premise IT Infrastructures.

EDUCATION & CERTIFICATIONS

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|--|---|--------------------|
| Certified Information Systems Security Professional (CISSP) | | 2024 (In Progress) |
| University of California, Berkeley | Masters of Information and Cybersecurity Graduate (4.0 GPA) | 2021 |
| US Department of Homeland Security | Operational Security (OPSEC) for Control Systems | 2017 |
| US Department of Defense | US Government National Security Clearance | 2007 |
| University of Nevada, Las Vegas | Bachelors of Science, Computer Science Graduate | 1998 |

CYBERSECURITY & NETWORKING EXPERTISE

IT Security Operations (SecOps) | Network Security | Routers & Switches | Palo Alto Networks, Fortinet & Cisco Firewalls
Identity Access Management (IAM) | Data Loss Prevention (DLP) | Endpoint Detection & Response (EDR, MDR, XDR)
SIEM | SOAR | NIST & MITRE Att&ck Frameworks | Zero Trust | Malware & Anti-Virus (AV) | Data Backup & Recovery
OWASP Zap Proxy | Wireshark | Virtual Private Networks (VPN) | Proxy Servers | HTTP | HTTPS | RDP | DHCP | TCP/IP
FTP | SNMP | SMTP | UDP | POP | DNS | Routing and Switching protocols (OSPF, BGP, VLAN, STP)
Security Protocols (IPSEC, SSL, TLS, VPN, PKI, NAT, GRE) | Authentication Protocols (SAML, SSO, LDAP, RADIUS)
Browser Security (Mozilla Firefox, Netscape Navigator, Google Chrome, Microsoft Edge & Internet Explorer (IE), Safari)

PROGRAMMING LANGUAGES & TECHNOLOGY

C & C++ | Java | Python | HTML | KSH | SED | AWK | Perl | Snowflake & Snowpark | Splunk | Big Data | AI/ML Training
Models | AWS SageMaker | CRM & Salesforce | Microsoft Azure | Amazon Web Services (AWS) | Google Cloud Platform
(GCP) | VMware | Redhat & SUSE Linux | Unix | HP-UX | Windows Server | Microsoft Active Directory & Exchange
| Oracle IBM DB2 | MySQL | PostgreSQL | MongoDB | Microsoft SQL Server | HPE Proliant Servers | Dell Poweredge 16G
Servers | AMD EPYC & Intel 14th Gen CPUs | Mellanox, Nvidia, and Broadcom NICs, GPUs, DPUs

PROFESSIONAL EXPERIENCE

DELL TECHNOLOGIES, SANTA CLARA, CA

NOVEMBER 2021 - 2023

SENIOR SECURITY SALES ENGINEER | PRESALES | SOLUTIONS ARCHITECT

Spearheaded acquisition and maintenance of \$20 Million+ in customer accounts in the Western Region through comprehensive IT solutions tailored to Dell OEM Customers in AI/ML, Cybersecurity, Video Surveillance, Cloud Service Providers (CSP), Internet Service Providers (ISP), Storage, Networking, and Services.

- Play a crucial role in driving revenue growth, ensuring customer satisfaction, and helping Dell Technologies maintain its position as a leader in IT solutions.
- Present to C-level executives (CTO, CISO, CIO, CEO...) and upper management, Dell's comprehensive Cybersecurity Portfolio, including CTO Office Security initiatives such as Zero Trust, Security Advisories and Notices, and Cyber Resiliency to customers.
- Consistently exceed sales quotas achieving 100-120% Quota Attainment from 2019 to 2022. This success was driven by close collaboration with the Account Sales team and channel partners to address customer challenges, strategize successful sales cycles, deliver compelling value-based Proof of Concepts (POC), and ultimately close deals.
- Improve customer productivity by designing and implementing integrated solutions that leveraged Dell PowerEdge Servers, EMC & 3rd party Storage, Nvidia, Broadcom, Mellanox, Intel QAT cards, DPUs, and other technologies.
- Engineer innovative solutions by carefully selecting the most appropriate technologies, encompassing servers, storage, hardware, software, IoT infrastructure, and endpoint computing.

- Proactively identify and resolve technological roadblocks, enabling customers to accelerate their product launches and time-to-market and provide customers with long-term strategic planning by presenting roadmaps for next-generation technologies and evolving landscapes.

NEW YORK LIFE COMPANY, GLENDALE, CA

JULY 2019 - JANUARY 2020

FINANCIAL SERVICES SALES PROFESSIONAL

Financial Advisor specializing in retirement, children's college, and long & short-term saving planning, along with expertise on current tax laws, deductible investment expenses, and capital gain/loss for short & long-term investments.

- Provided guidance to clients on growing and building investments, diversifying their financial portfolio, and safeguarding their current assets and investments.
- Successfully implemented a sales enablement strategy for new and existing clients, leveraging Salesforce's CRM implementation and API.

HEWLETT-PACKARD ENTERPRISE, CUPERTINO | SUNNYVALE, CA

JUNE 1997 - JUNE 2014 (17 YEARS)

COMPLIANCE PRESALES SOLUTION ARCHITECT | SALES ENGINEER

SEPTEMBER 2010 - JUNE 2014

Solution Architect that delivered Information Management Emailing Archiving and Data Backup products to mission critical Enterprise customers to meet Government Compliance & Regulations, increasing profitability for HPE and HPE Customers within the US and Worldwide.

- Provided awareness and solutions to Enterprise customers to meet E-Governance and E-Discovery Government Compliance requirements for Litigation and Legal organizations and staff.
- Delivered RFPs, RFIs, POCs, product demos, and presentations to address customer's technical challenges and demonstrate product's functionality, scalability, and stability in each proprietary customer's environments.

TECHNICAL MARKETING | SALES ENABLEMENT

MAY 2009 - AUGUST 2010

Presales & Sales Enablement for the entire HPE Software Information Management (IM) Portfolio. Dedicated liaison between customers, upper management, Product Marketing, and R&D teams to coordinate overall marketing effort in accordance with HP Software and Information Management corporate goals and strategy.

- Presented product demos and technical presentations at HPE trade shows and Enterprise customer sites to increase the confidence of customers and close pending deals in the Sales team's pipeline.
- Awarded at 2011 HP Sales Kickoff for managing project for a successful onsite visit by IT Industry Analyst (ESG Labs) that resulted in E-Discovery Industry white paper released demonstrating the Integrated Archiving Platform (IAP) product's Email Archiving E-Discovery scalability features are superior over competitive email archiving products.

SENIOR LEVEL 3 TECHNICAL SUPPORT | CUSTOMER ONSITE SWAT TEAM

SEPTEMBER 2006 - APRIL 2009

Senior level technical expert and primary customer contact for the Current Product Engineering (CPE) that resolved E-Discovery and Compliance product technical issues and bring the customer's environment to a healthy and stable state for HP Enterprise's Digital Safe, Data Protector (DP), and Integrated Archiving Platform (IAP) customers worldwide.

- Handpicked by senior management as a dedicated onsite engineering resource with US Government Clearance that installed proprietary security bug fix, testing, and installations applicable only for US Army Military customers in Fort Knox, Fort Benning, Fort Bragg.
- Collaborated with Q&A, Product Management, R&D, and Support teams to proactively identify product defects and potential issues before product release and exposure to customer's visibility.

HIGH AVAILABILITY & NETWORK SOFTWARE DEVELOPMENT ENGINEER

JUNE 1997 - AUGUST 2006

Software developer that designed and developed High Availability software (ServiceGuard) for HP-UX and Linux environments, allowing applications and file systems to failover seamlessly during planned or unplanned downtime.

LAS VEGAS VALLEY WATER DISTRICT, LAS VEGAS, NV

APRIL 1995 - MAY 1997

IT HELPDESK TECHNICIAN

Helpdesk Technician that resolved technical issues, installed and configured network connectivity, computer hardware and software, managed customer cases, IT Administration tasks, case management, maintained asset inventory database, and conducted technical training for end-users.