

Tom Czarnota

Enterprise Sales Director | Data, AI & Cloud

Toronto, ON · czarnota.tom@gmail.com

[linkedin.com/in/tom-czarnota-1ba35913/](https://www.linkedin.com/in/tom-czarnota-1ba35913/)

A proven sales professional who has consistently exceeded quota for over fifteen years. I build strong C-level relationships and work across the entire enterprise to understand each client's business and challenges. With every sale, my goal is to be able to walk back in, look the client in the eye and shake their hand. I'm looking for the long term. I'm looking for a win-win.

CAREER PATH

Cloudera

Sales Director | Jan 2024 – Present

- Driving end-to-end sales strategy for Telco, Retail and Grocery in Canada, building pipeline from zero by displacing legacy architectures with modern data solutions.
- Advising C-suite stakeholders on turning siloed data into high-quality pipelines for analytics and AI/ML.
- Scaling the Canadian footprint with SI partners and hyperscalers to accelerate cloud migration.

Elastic

Strategic Accounts Executive | Nov 2022 – Oct 2023

- Earned C-level trust at Sun Life, Loblaw and Canadian Tire.
- Scaled beachhead deployments into multi-phase, long-term strategic initiatives.
- Led cross-functional teams and partner ecosystems to maximize outcomes.

Celonis

Strategic Accounts Executive | Jun 2021 – Oct 2022

- Built pipeline and sales in greenfield Telco, Retail and Grocery accounts.
- Seeded strategic partner relationships across key Canadian industries.

Tom Czarnota · Career Path

Adobe Canada

Client Director, Strategic Accounts | Feb 2019 – Jun 2021

2019 Platinum Club · 2019 #1 Enterprise Rep in Canada · 286% of quota

- Managed Telco, Media and Insurance including Rogers, Bell, Manulife, Sun Life and BlackBerry.
- Set up executive briefings between Adobe and client leadership.

SAS Institute

Strategic Account Manager | 2010 – Dec 2018

2015 President's Club (3 of the largest Telco deals globally) · 2013 President's Club · 2013 Canadian Rep of the Year

- Drove \$40M+ in software, services and education revenue at Rogers Communications, with relationships up to the C-suite.
- Took the account from mediocre results to a global benchmark in Telco solutions.

Q9 Networks

Account Executive | 2009 – 2010

- Contributed to \$7M in revenue across 40 accounts plus net-new wins in Telco and software.

Research in Motion (BlackBerry)

Global Strategic Account Manager | 2008 – 2009

- Exceeded \$6M (20,000 net-new activations) and \$1M support targets by 125%.
- Managed Fortune 1000 accounts in high tech and manufacturing across North America.

Tom Czarnota · Career Path

Research in Motion

Strategic Account Manager / Business Development | 2004 – 2008

- Exceeded targets by 125%: \$250K (2005), \$1M (2006), \$2.5M (2007).
- Four accounts recognized as "best in class" at WES by RIM's CEO.
- Managed worldwide ISV alliances with hundreds of partners.

Xerox Canada

National Account Manager | 2001 – 2004

2003 President's Club (147% of plan) · 14x Rep of the Month/Quarter

- 107% of plan in 2004; grew 200 SMB relationships by 50%+.

TD Bank Financial Group

Credit Analyst | 2000 – 2001

- Analyzed borrowers and industry trends; structured credit, covenant and compliance documents.

EDUCATION & TRAINING

London School of Economics · MSc, Economic History · 1996–1998

Dalhousie University · BA, Economics & History · 1992–1996

Bart Queen Public Speaking 1 & 2 · Commercial Lending I & II · Business Cash Flow · Financial Analysis · Xerox Advanced Training School · Selling to Win · Solution Selling · Cold Call Prospecting · SPIN Selling · Target Account Selling · Negotiating to Win · Customer-Focused Sales Training · Effective Communications