

# SHERI L. SCHIFFMAN

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## Results-Driven Servant Leader Interested in Shaping the Business Leaders of Tomorrow

Proven leader with a record of success across corporate and educational settings, known for cultivating inclusive, high-performing environments. Builds trust-based, cross-disciplinary partnerships that advance shared purpose and lasting impact. Leads with humility, empathy, and an unwavering commitment to mutual growth—ensuring individuals from diverse backgrounds feel seen, valued, and empowered to thrive.

## CAREER HIGHLIGHTS

### Strategy & Talent Management

- Nurtured 4 sales development organizations from the ground up for 4 different companies over my career. Developed onboarding, training, and compensation plans for 6 organizations.
- First to take an Ingram Micro Logistics' account global; shaped processes in the UK, Germany, China, India, and the Netherlands, setting the standard for the practice in the organization.

### Speaking Engagements

- Guest Lecturer, Naval Post Graduate School, Monterey, CA
- Speaker, Supply Chain and Logistics Summit

### Business Development

- Spearheaded account management for flagship accounts, including landing and structuring contracts with Fortune 500 companies such as Amazon, Microsoft, Walmart.com, Xerox, Best Buy, and Staples.
- Maximized revenue and account penetration globally for several listed organizations while expanding scope and responsibility, growing new business, renewals, and upselling year-over-year.

## POSITIONS & PROJECTS

### ADJUNCT PROFESSOR, BUSINESS

07/2023 - Present

Teaches graduate level courses: Negotiation and Conflict Resolution. Undergraduate courses: International Business, Business Communication at Southern New Hampshire University (Remote), Dallas Baptist University and the University of North Texas at Dallas.

Forcepoint, Austin, TX

### VICE PRESIDENT, GLOBAL RENEWALS

03/2022 – 08/2022

Guided a team of direct reports—Americas, EMEA, and APAC geographic directors—with 60 global employees across the division to steer \$350M in sales with an operating budget of \$10M. Led day-to-day operations, including accurate forecasting, account planning, employee development, and goal attainment for cybersecurity leader. Fashioned renewal and customer adoption strategies to retain and grow business.

Check Point, Irving, TX

### HEAD OF GLOBAL RENEWALS, AMERICAS 02/2020 – 02/2022

Executed renewal and customer adoption strategies to maintain and expand business for a multinational provider of hardware and software products for IT security, consistently growing the business YOY while leading a team of 40 to execute \$750M in sales with a budget of \$8M. Expedited service and subscription renewals as well as up-sells, representing the majority of the company's revenue.

Anomali, Plano, TX

### DIRECTOR OF INSIDE SALES

09/2019 – 02/2020

Developed outbound demand generation/inside sales team from the ground up, including hiring, supporting optimizing threat intelligence powered by machine learning across the Americas. Created inbound and outbound campaigns that targeted prospects for platform demonstrations. Disseminated key information and shared best practices with the global team.

**Flex (formerly Flextronics), Kent, WA**

**SENIOR DIRECTOR OF BUSINESS DEVELOPMENT**

**03/2017 – 02/2018**

Drove the development of innovative design, engineering, manufacturing, real-time supply chain insight, and logistics services to companies of all sizes in various industries and end markets. Analyzed and provided the executive team with key insights into markets, trends, customer strategies, future product plans, and expansion activities to develop penetration strategies for new supply chain business opportunities so the organization could determine if the investment required to develop the competency was worth the ROI.

**Watchguard Technologies, Seattle, WA**

**DIRECTOR OF INSIDE SALES**

**07/2015 – 02/2017**

Led a diverse team of 19 new and experienced managers, inside sales, and support representatives for a cybersecurity company bringing enterprise-level security to small and medium-sized businesses. Hired and trained a team of support representatives to pilot new outbound lead qualification and sales efforts. Achieved all target revenue and growth goals for sales, customer retention, and partner recruiting, reaching 105% to 115% of goal every quarter.

**Ingram Micro, Kent, WA**

**SENIOR DIRECTOR OF GLOBAL BUSINESS SOLUTIONS**

**04/2010 – 07/2015**

Constructed a “global team” concept to build cohesive international teams. Expanded IT products and services for the company’s global client solutions by enhancing connectivity, visibility, and alignment across geographies. Increased profitable business and added value to large multinational clients, landing flagship North American clients and leading international expansion.

**EARLIER CAREER**

**Lenovo, Richardson, TX, CHANNEL ACCOUNT EXECUTIVE Ingram Micro Distribution, Richardson, TX, SENIOR ACCOUNT EXECUTIVE Tech Data, Richardson, TX, SENIOR ACCOUNT EXECUTIVE**

**EDUCATION**

**Master of Arts in Management (MAM) Degree with a Concentration in Conflict Resolution**

DALLAS BAPTIST UNIVERSITY

**Bachelor of Arts & Sciences (BAS) Degree in Communication**

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