

ROBERT A. DIRITA

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PROFESSIONAL SUMMARY

Strategic Enterprise Sales Executive with years of proven success driving revenue growth and securing multimillion-dollar deals with Fortune 100/200 companies. Consistent top performer with quota attainment ranging from 105% to 200% across technology leaders including IBM, Dell-Boomi, Energy Exemplar (Blackstone), and Carrier Global. Expertise in AI, cloud solutions, digital transformation, and energy sectors with keen understanding of C-suite engagement, consultative selling, and building trusted advisor relationships. Executed \$0-to-\$45M+ pipelines and have closed complex enterprise deals across healthcare, financial services, energy, telecommunications, and commercial real estate verticals.

CAREER SALES ACHIEVEMENTS

- **Energy Exemplar (2024-2025):** 108% of \$1.2M quota achieved in only 10 months; \$2M+ ARR in net-new deals monthly.
- **Dell-Boomi (2022-2024):** 182% of \$1.1M quota; Generated \$2M+ revenue in first year; CEO recognition for closing 3-year SaaS deal in 6 months.
- **Software AG (2018-2020):** 130% of target quota for enterprise accounts in Digital, Telecom, Utilities, and Media sectors
- **Mainline Information Systems (2016-2018):** 120% of \$1M quota; Closed net-new accounts across Mid-Atlantic region.
- **IBM Corporation (2012-2016):** 200% of \$2.6M quota (FY14); 100% of \$4.5M quota (FY15); 120% of \$1.4M quota (FY13); President's Club; Top 1% LinkedIn Power User.
- **EMC Corporation (2011-2012):** 105% of \$2.5M quota selling cloud storage and virtualization solutions.
- **Compuware Corporation (2007-2010):** 160% of quota (FY08); 125% product quota; 190% services quota; Built pipeline from \$0 to \$4M+; President's Club.
- **Dynamic Restoration (2004-2006):** 332% revenue growth to \$8.8M; Exceeded \$2M personal quota; Inc. 500 recognition (2005, 2006).
- **Internap Network Services (1999-2004):** Exceeded \$3M annual recurring revenue targets consistently; President's Club; co-launched Philadelphia regional office pre-IPO; built out 401 N. Broad St. data center (now [Netrality](#)); sold 95% of 3701 Market St. colocation space (acquired by Equinix).
- **Realty Information Group/CoStar (1997-1999):** \$2M+ in annual software licenses; Helped take company public; Recognized by Mayor of Philadelphia.

CORE COMPETENCIES

Enterprise Sales Leadership • Strategic Account Management • C-Suite Relationship Building • Digital Transformation & AI Solutions • Cloud & SaaS Platforms • Energy & Utilities • Consultative & Challenger Sales • MEDDPIC • Complex Deal Negotiation • Revenue Growth & Quota Excellence • Go-to-Market Strategy • Business Development • Pipeline Development • Fortune 100/200 Accounts

PROFESSIONAL EXPERIENCE

Fractional Director of Business Development, North America

[AIROI Inc.](#) | Remote · Jun 2026 – Present

Driving enterprise, energy, and public-sector adoption of Airoi's modular climate and sustainability platform — automating GHG accounting to GHG Protocol standards and positioning Airoi as the measurement and verification layer beneath net-zero and disclosure commitments.

Enterprise Sales Representative, Abound Digital AI Platform

[Carrier Global Corporation – Abound AI Platform](#) | March 2025 – December 2025 (C&I Business Unit Dissolved)

- Generated **\$45M+ in net-new pipeline** within 9 months, selling [Abound AI-powered facilities management](#) AIOps platform to Fortune 500 commercial and industrial real estate portfolios, one of the fastest forecast pipeline builds in the division.
- **100% of Management by Objective (MBO)** targets achieved in under 7 months, accelerating time-to-productivity by demonstrating immediate command of the smart building and digital transformation landscape.

- Served as a trusted advisor to C-suite facilities and operations leaders across Health Care, Hospital Systems, Commercial Real Estate, Data Centers, QSR, Retail, and Industrial sectors while positioning AI-enhanced predictive maintenance and energy optimization solutions that delivered measurable sustainability and cost reduction outcomes.
- Cultivated strategic relationships with enterprise accounts including CBRE, IKEA, Family Dollar, Huntington National Bank, and major healthcare systems, aligning [Abound platform](#) to each organization's decarbonization, energy reduction, and operational efficiency priorities.
- Recruited directly by former VP from Energy Exemplar, reflecting a record of trusted performance and leadership that senior executives invest in retaining across organizations.

Senior Sales Executive – Federal, State & Fortune 100 Energy

[Energy Exemplar](#) (acquired by Blackstone & Vista) | March 2024 – March 2025

- **Delivered 108% of \$1.2M quota** in just 10 months, closing over \$2M in net-new ARR selling PLEXOS energy simulation software to ISOs, utilities, and federal agencies across North America.
- Created and executed a Federal Go-to-Market strategy from the ground up, building a new business unit that secured direct engagement with FERC, NERC, DOE, USEA, USAID, Consolidated Edison, PJM, and NYISO executive leadership.
- Forged strategic alliance partnerships with Deloitte, EPE, and Microsoft, opening new channel revenue streams and accelerating market penetration across the energy and federal sectors.

Strategic Sales Executive – Targeted Global Accounts

[Dell-Boomi](#) (acquired by Francisco Partners & TPG) | January 2022 – March 2024

- Generated **\$2M+ in revenue at 182% of \$1.1M quota** in year one, managing complex enterprise sales cycles across Fortune 500 accounts including Cox Communications, Cox Auto, IBM-The Weather Channel, Home Depot, Walmart, Cigna, and Charter Communications.
- Closed a multi-year SaaS agreement within the first 6 months, earning direct recognition from the Boomi CEO for one of the fastest high-value deals in the region.
- Built strategic GSI and technology partnerships with Accenture, Deloitte, Cognizant, Microsoft, and Wipro — creating co-sell motions that expanded pipeline reach across enterprise integration and iPaaS opportunities.

Sales Director – Amplify AI Ops Platform

[Axway](#) | January 2020 – January 2022

- Sold **\$1.2M** in new business revenue as a direct sales contributor to the Financial Services vertical, achieving **100% of quota in year one** and **108% (\$1.35M) in year two**.
- Built and expanded enterprise relationships with Fortune 500 and Global 1000 accounts including HSBC, BNY Mellon, Procter & Gamble, Merck, Comcast, BNSF, Geico, and Synovus Bank while managing complex, multi-stakeholder sales cycles across regulated industries.
- Architected tailored cloud and integration solutions leveraging AWS marketplace, Azure cloud, positioning Axway's API Management, Integration, and DevOps capabilities to address clients' digital transformation and security requirements.

Enterprise Software Sales Executive

[Software AG](#) (acquired by IBM) | June 2018 – January 2020

- Exceeded quota consistently, delivering **130% of \$1M target in year one** and **112% of \$1.2M target in year two**, while building a net-new book of business across Utilities, Telecom, Digital, Logistics, and Media enterprises.
- Launched and led Software AG's new Utilities vertical from inception, hand-selected to define the go-to-market strategy, drive market share capture, and position IoT and integration solutions for the energy and utilities sector.
- Closed a landmark SaaS deal with NextEra Energy/Florida Power & Light, one of the nation's largest utilities, while cultivating enterprise relationships that established Software AG's credibility in the energy sector.
- Served as a leading seller of the Cumulocity IoT Edge platform — one of the earliest enterprise edge computing and IoT platforms, acquired by Software AG in 2018 — gaining foundational expertise in edge architecture, real-time data processing, and distributed infrastructure that maps directly to today's AI edge market.

Regional Business Development Executive

[Mainline Information Systems](#) (acquired by H.I.G Capital) | August 2016 – June 2018

- **Closed net-new accounts delivering 120% of \$1M quota** across Mid-Atlantic region.
- Developed software go-to-market with RedHat.
- Leveraged existing relationship to secure the Children's Hospital of Philadelphia as an approved vendor.

Global Sales Executive – IBM Hybrid Cloud

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[IBM Corporation](#) | December 2012 – July 2016

- Delivered exceptional quota performance across three consecutive years, **120% (\$1.4M, FY13), 200% (\$2.6M, FY14), and 100% (\$4.5M, FY15)** generating over \$8.5M in total revenue selling middleware and integration solutions.
- Earned IBM President's Club and Top Gun certification, ranking in the top 4 of 200 middleware sellers nationwide, a distinction reserved for the company's highest-performing enterprise sales professionals.
- Closed **\$1M+ strategic transactions** with the Federal Reserve Board of Governors, Commonwealth of Pennsylvania, PPL Energy, and Unisys, demonstrating strength across federal, SLED, energy, and enterprise verticals.
- One of two sales representatives selected enterprise-wide for Harvard Business School Extension — recognizing executive leadership potential and strategic business acumen.

Commercial Sales Account Manager / Major Accounts Manager

[EMC Corporation](#) (acquired by Dell) | January 2011 – December 2012

- **Achieved 105% of \$2.5M quota year one and 110% of \$2.7M quota year two**, selling complex cloud storage, virtualization solutions, Documentum, Green Plum, and RSA Security.
- Promoted from Commercial to Major Accounts Manager including SLED accounts.

Enterprise Sales Account Manager / Legal Market Regional Sales Manager

[Compuware Corporation](#) (acquired by BMC) | February 2007 – December 2010

- **Achieved 160% of quota (FY08); 125% product quota; 190% professional services quota.**
- Launched net-new Legal Vertical and sold Vantage AIOps to the top legal firms in the USA.
- Built pipeline from \$0 to over \$4M in first year, President's Club recognition.

Vice President of Sales & Business Development

[Dynamic Restoration/USA](#) (Venture capital defunded) | November 2004 – November 2006

- Drove **332% revenue growth (\$2M → \$8.8M)**, earning back-to-back Inc. 500 recognition as one of America's Fastest-Growing Private Companies (2005, 2006)
- Consistently exceeded personal \$2M annual quota while building and managing multi-state sales teams

National Sales Account Manager

[Internap Network Services](#) (now Horizon IQ) | January 1999 – November 2004

- Co-launched the Philadelphia regional office pre-IPO (Paul Allen + Morgan Stanley), selling bleeding-edge IP route management technology which was the network transformation platform of its era.
- **Exceeded \$3M annual recurring revenue** targets consistently, President's Club recognition.
- Executed new contracts with eBay, SAP, State of Delaware, and PA Higher Education System (19 universities).
- Participated in the build-out of the 401 N. Broad Street data center community in Philadelphia, peering with a major telco for transit (facility now operated by Netrality Data Centers); sold and leased nearly 95% of the Meridian Tesis colocation space at 3701 Market Street on Penn's campus (subsequently acquired by Equinix).

Regional Sales Director

[Realty Information Group](#) / The CoStar Group | January 1997 – January 1999

- Launched Philadelphia regional office pre- Initial Public Offering.
- **Exceeded \$2M annual software license quota.**
- Closed the largest Commercial Real-estate brokerage firms along with counties and municipalities.
- Recognized publicly by Mayor of Philadelphia, Ed Rendell, for superior service to city and agencies.

EDUCATION & CREDENTIALS

Bachelor of Arts in History/Pre-Law Studies – Widener University, Chester, PA

Harvard Business & Industry Insights Certification – Harvard University Extension School

Professional Development: Certified Professional Solutions Seller | Sandler Training | Force Management | IBM Top Gun Certification

TECHNICAL EXPERTISE

Platforms & Technologies: AI/ML, Cloud Computing (AWS, Azure, Google, IBM SoftLayer), API Management, iPaaS, SaaS, IoT, IBM Blockchain, Big Data Analytics, DevOps, Predictive Analytics, ServiceNow, Splunk, SAP

Sales Methodologies: Challenger Sales, Consultative Sales, MEDDPICC, Force Management, BANT, Solutions Selling, Value Selling

Industry Expertise: Energy & Utilities, Financial Services, Healthcare, Telecommunications, Media, Retail, Commercial Real Estate, Federal/State Government

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