

**ANTHONY L. MASCIA**  
**65 Nottingham Court**  
**Montvale, NJ 07645-2106**  
**Phone: 201-925-4444**  
**E-Mail: [almascia1@hotmail.com](mailto:almascia1@hotmail.com)**  
**[www.linkedin.com/in/techtrustedadvisor](http://www.linkedin.com/in/techtrustedadvisor)**

If you are looking for a TRUE new business development, sales, sales leadership, and relationship management professional, with detailed and PROVEN skills, experience, and performance, be comfortable in contacting me.

CAREER SUMMARY: in Global/National/Major Account level direct sales and personal producing sales leadership capacities, surpassed quotas in enterprise B2B and select B2C (e.g., High Net Worth individuals, senior executives, business owners, professionals, etc.) direct solution sales. Highly successful with outside, inside, hybrid selling. Methodology includes: making the financial case for doing business: Return on Investment (ROI), and avoiding Opportunity Costs for inaction --- not "features / benefits". I don't waste time on low-probability activity.

Over-quota revenue achievement in a variety of sales situations, with different products, services, and solutions.

Have successfully built sales teams from scratch, and have been a mentor and coach to other salespeople and to sales teams.

Highly proficient in business development and sales across multiple vertical markets in a lead "hunting" role.

I know the value of decision maker-level engagement and of "high probability prospects" (not "suspects") as integral to sales success. This includes establishing mutual Conditions of Satisfaction, upfront agreement of basis to do business.

My skills are relevant and easily transferable for this role.

I'm seeking a full-time opportunity with a growing successful company.

Tony Mascia  
201-925-4444

---

**ANTHONY L. MASCIA**  
**65 Nottingham Court**  
**Montvale, New Jersey 07645**

**Phone: (201) 925-4444**

**E-Mail: [almascia1@hotmail.com](mailto:almascia1@hotmail.com)**

**[www.linkedin.com/in/techtrustedadvisor](http://www.linkedin.com/in/techtrustedadvisor)**

**CAREER SUMMARY:** in Global/National/Major Account level “hunter” sales capacities, surpassed quotas in enterprise-level solution sales, managed services, and related projects and professional services consulting. Highly proficient in successful complex sales cycles with client Conditions of Satisfaction on Returns on Investment (ROI) and Total Cost of Ownership (TCO), making the financial case for doing business.

## **PROFESSIONAL BACKGROUND**

### ***A. L. Mascia and Company (Montvale, New Jersey)***

#### ***Senior Sales Specialist, 1998 - Present***

- Senior-level direct sales and new business development “hunter” roles; also, sales training, sales management, and relationship management. Emphasis on technology professional services, projects, solutions, outsourcing, and consulting sales. Product experience includes (but not limited to): ERP, CRM, BPM, SCM, BI, HCM software, RDP/VDI (Citrix, VMWare), talent management, ad-hoc reporting, trading software; network (voice, data and internet) security solutions; systems integration; SaaS, IaaS, PaaS (e.g., Azure, AWS, GCP); data analytics and Business Intelligence; services-oriented architecture (SOA), virtualization; IaaS; application development (including open source and open standards development); data warehousing; data storage solutions; infrastructure optimization; SAP (functional and technical modules; BI, SCM, HANA), Oracle (entire suite); Salesforce (entire suite); MS Office Suite and Microsoft “Stack”.

Successful with non-technical products and solutions as well, including: HVAC, water treatment, financial services, HCM/payroll, consumer goods and services, industrial / manufacturing tools and services, others...

Comfortable with Solar, HVAC, thermal, and water treatment products: IKO, QCells, ASPEQ, Badger Meter, Indeeco, Fluke Process, Reuland, Wika, Cincinnati Sub-Zero (CSZ), etc.

Representative direct sales and personal producing sales management assignments:

-- **July 2025 to Present** - Professional Services Sales, Channel Sales, B2B Sales, HNW Sales, Partnership Sales, Direct Sales for OEMs (Original Equipment Manufacturers) in Software, Hardware, HVAC, Water Treatment, Water Filtration, and Heavy Equipment.

-- For **Diligent Global US - 2023 to June 2025** - Interim Chief Sales Officer and Chief Revenue Officer. Leading Sales and New Business Development processes, procedures, strategies and new sales person training. Actively participating in Sales of core businesses, including: SAP Managed Services; SAP Cloud Migration; SAP, Oracle JD Edwards and Salesforce staffing and projects; proprietary alternatives to ServiceNow and for non-profit Donor Tracking.

- **For Yoh Services, Strategic Practices and Accounts (2021-2023):** senior active Sales and New Business Development in Pilot Program for Top Full Desk Recruiters to generate qualified leads and open new accounts “upmarket” (national firms, Fortune 2000 companies, etc.) . Produced more qualified leads and generated/opened more new accounts than the entire New York Office combined, and 2<sup>nd</sup> in the entire company (to the entire ERG unit in Silicon Valley). Exceeded pilot revenue quota by 36%. Salesforce Subject Matter Expert. Oracle Subject Matter Expert. Azure Subject Matter Expert.
- **For Monad Solutions (2018-2021):** responsible for U.S. new business development and sales, marketing, trade shows, and product manager for MONAD KYC financial compliance solution. Other Sales involved Oracle, Salesforce, Microsoft, and SAP projects.
- **For Micro Data Systems (2016-2018):** in charge of new business development. Established Software and Project sales and support teams. Trained both sales and recruiting teams, as well as performing direct sales and lead recruitment duties on strategic accounts (e.g., Fortune 2000, Top 100 IT Services firms, Top 100 US Software companies, etc.).
- **For East West Systems (2013-2016):** primary responsibility for companywide new business development, sales, recruiting oversight, and sales management activities. Lead salesperson and recruiter for “high end” Financial and Banking market clients. Primary IT software, project and solution tools involve SAP, Oracle, Microsoft, Tableau, Tibco, Talend, Android, Java, and Linux (several versions).
- **For InetSoft (2010-2013):** software, project, professional services, and staffing solutions sales. Open source (Java) and open standards products compete with Cognos, SAP Business Objects, MicroStrategy, MS Reporting Services, MS Performance Point Server, MS Dynamics (several), JReports.
- **For International Network Services (2007-2010):** pure “hunter” role, selling entire Microsoft suite (“stack”) of software licensing, staffing, and professional services, as well as IBM WebSphere, VMWare and EMC solutions.
- **For Excel Partner (2006-2007):** placement of senior-level developer, analyst, and project manager talent for staff augmentation, professional services, and project assignments, for SAP (e.g., NetWeaver/SOA, ERP, CRM, etc.) and Oracle solutions.
- **For SunGard Availability Services (2003-2006):** project consulting services related to financial and enterprise asset management software solutions.

**ADDITIONAL INFORMATION/Education:**

**Indiana University**, Graduate School of Business, Bloomington, Indiana.  
Master’s studies in Finance and Investments.

**University of Virginia**, College of Arts and Sciences, Charlottesville, Virginia.  
Bachelor of Arts Degree in English. Minor Subjects: Economics, History.