Professional Sales Management at Microsoft

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Sales Manager
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Abstract:
Debbie will present an overview of Microsoft’s overall business strategy and then describe the enterprise segment of Microsoft’s business. Within the context of Microsoft’s enterprise segment, she will discuss the following topics: a career in sales and sales management at Microsoft, goal congruency throughout the organization, and metrics and controls. Finally, she will discuss her role as sales manager at Microsoft, including daily tasks of a sales manager ranging from analytical tasks (forecasting, etc.) to people development activities.

About the Speaker:
Debbie is an Account Team Unit sales manager at Microsoft where she is responsible for the business relationship with 14 major customers. Debbie has over twenty years experience in enterprise selling, ten years as a technology specialist and consultant, ten years as an account manager and three years as a sales manager. Debbie began her career as a developer in the high tech manufacturing space writing CAD/CAM applications for the design and manufacture of very high speed integrated circuit chips. Her enterprise account management experience includes working with accounts in the defense and electronics, biotech, energy, education and automotive design industries. She also has experience in global account management and complex multinational account management. Prior to Microsoft, Debbie worked at Silicon Graphics, Inc. and Digital Equipment Corporation. Her education includes a BA in Mathematics from UCLA and a Masters in Systems Management (a business degree) from USC.

Debbie is passionate about teamwork, customer and partner satisfaction and driving for results. She enjoys executive level meetings, the broad portfolio of Microsoft’s enterprise solutions, understanding our customers’ business and account planning with the virtual teams.

In her personal life, Debbie enjoys camping, cooking, spinning, cats, time spent with her nephew and husband, and baseball.

Next week:
• Professor Nirvikar Singh, Economics Department, on the Management of Disruptive Technologies
• I will also hand you the “Term Paper, Part A” assignment next week, and the completed Term Paper will be due the following week.