

JOSEPH MANSOUR

Pre-Sales Leader · Enterprise Solution Architecture · Cloud, SaaS & As-a-Service

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PROFESSIONAL SUMMARY

Pre-sales leader with 12+ years building and running enterprise solutions teams at Canon USA. Built a nationwide pre-sales team covering ~250 reseller partners and dealers and supporting \$10M+ in annual software revenue, and lead solution specialists through discovery, solution design, proofs of concept, and executive engagement for Fortune 500 accounts and channel partners. Pairs hands-on cloud and infrastructure credentials (Google Professional Cloud Architect, CompTIA Network+ and CySA+) with a consistent record of turning customer goals into outcome-based solutions, coaching teams to win complex deals, and putting pre-sales coverage where the pipeline is.

CORE COMPETENCIES

Pre-Sales Operations & Resource Planning · Team Leadership, Coaching & Talent Development · Solution Architecture & Technical Discovery · Proofs of Concept & Executive Demonstrations · Consultative & Value-Based Selling (ROI) · SaaS, Cloud & As-a-Service Models · RFP Strategy & Response · Partner & Channel Enablement · Cross-Functional Go-to-Market Leadership

SELECTED ACHIEVEMENTS

- Built and lead a nationwide pre-sales team of **5 direct reports** covering **~250 reseller partners and dealers** and supporting **\$10M+ in annual software revenue**
- Grew solution sales **25% year over year** through partner enablement and tighter customer engagement
- Increased enterprise software adoption **40%** by shifting the team to a consultative, outcome-based sales motion
- Delivered **100+ C-level and IT executive demonstrations**; supported key wins including a **\$2.5M** Northeast healthcare system deal
- Consistently exceeded annual quota across SMB to Fortune 500 accounts in multiple industries

PROFESSIONAL EXPERIENCE

Canon U.S.A., Inc.

Sr. Manager, Enterprise Solutions Strategy & Pre-Sales

Dec 2024 – Present

- Lead a team of 5 direct reports (solution analysts and product specialists) covering enterprise opportunities nationwide; set priorities and assign pre-sales resources to the highest-value pursuits
- Own pre-sales strategy for the enterprise SaaS and cloud solutions portfolio, defining how the team runs discovery, solution design, proofs of concept, and roadmap alignment
- Lead discovery and solution design sessions with executive stakeholders, translating business goals into architected, outcome-based solutions with measurable ROI
- Develop team members through coaching on discovery, solution design, and executive presentations
- Channel field and customer insight to product management, shaping roadmap priorities with real customer use cases

Manager, Enterprise Solution Sales

2018 – 2024

- Built and managed a nationwide team of 5 solution analysts covering approximately 250 reseller partners and dealers, delivering consultation, technical demos, and proofs of concept that supported \$10M+ in annual software revenue
- Balanced team coverage across a large partner base, matching analyst expertise to the opportunities and partners with the most revenue potential

- Increased enterprise software adoption 40% by moving the team to a consultative, outcome-based sales approach
- Directed large, complex pursuits for Fortune 100 clients, including RFP strategy and response and executive presentations
- Partnered with marketing and product teams on go-to-market launches, partner training, and sales programs

Solution Sales Analyst

2014 – 2018

- Managed a territory of reseller partners, providing pre-sales support, account strategy, and enablement
- Led discovery calls and technical demos, and designed custom workflow and integration solutions
- Supported key enterprise wins, including a \$2.5M deal with a Northeast healthcare system
- Drove 25% year-over-year territory growth through partner enablement and customer success

Senior Marketing Specialist • Marketing Specialist

2008 – 2014

Led product launches, collateral, and field and partner sales training for Canon's enterprise portfolio; represented Canon at industry trade shows with live product demonstrations.

CERTIFICATIONS

Google Professional Cloud Architect • Google Associate Cloud Engineer • Google AI Professional • CompTIA CySA+ • CompTIA Network+

TECHNICAL SKILLS

Cloud: Google Cloud Platform, Microsoft Azure, hybrid cloud and SaaS architecture

Infrastructure & Security: Networking fundamentals, security operations and threat analysis

Solutions: uniFLOW Online, document capture and workflow automation, enterprise SaaS platforms

EDUCATION

Siena College, Loudonville, NY

B.S. Marketing/Management, Minor in Information Systems • Presidential Scholar