

Ronnie Parisella

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Industry specialist with 20 years of experience providing high-level technology services to SMBs and Enterprise organizations. Deep understanding of IT's role in business and budgeting. Excellent, long-term relationships with top IT manufacturers, partners and distributors. Extensive business development experience in the Managed Services industry.

Cloud Sales

Team Management
Financial Reporting
Vendor/MFR Relations
Pre-Sales Engineering
Office 365/AWS/Azure

Support

PSA – AutoTask/ConnectWise/Fresh
RMM -N-Able/LPI/Kaseya
Project Management & Budgeting
Help Desk Standards/Management
MSP Utilization/Profitability

Managed Services

Management Consulting
Panel Speaking/Breakouts
Staff Augmentation
End User Training
Pipeline Building/Hunting

Professional Experience

MSP Foundry Managed Services Consultant & Co-Founder 1/2010 – Present
Business process consultant for IT support firms with annual revenues up to \$30MM. Help find efficiencies and cost savings. Deep reviews and comparisons among current, best of breed service providers.

- Co-Host of Autotask's NYC User Group – Provides assistance to small & growing MSPs
- Able to determine profitability and utilization rates and compare to industry averages and "best in breed"
- Implemented time and cost saving initiatives. Reduced every client's monthly billing times by at least 25%
- Sales process design and opportunity tracking with pipeline
- Advanced sales and service desk training for clients

ICCS & Co., LLC. Director of Business Development 11/2015 – 8/2016
Hired to build an environment of relations between ICCS and their Distributors and Vendors.

- Worked to staff telemarketing and outside sales positions.
- Configured internal PSA (ConnectWise) to handle Sales Process
- Built relationships with Microsoft, Datto, HP among others.

Valiant Technology Managed Services Consultant & Project Director 3/2014 – 11/2015
Hired to standardize and expand Valiant's Project Management team. Directly affected Sales and MSP Operations.

- Migrated 3,000 end point devices from Kaseya to AutoTask Endpoint Management (CentraStage)
- Rebuilt all AutoTask client contracts from the ground up with the proper workflow
- Daily Project Management briefings w/Sr. Management - Led to greater visibility into profitability, collections, utilization, staffing, and several other critical business areas.
- Implemented automatic true-up processes of client inventory, leading to increased revenues
- Integrated Kaseya and Nuvotera with Autotask & Implemented VoIP Cloud Phone System

Net@Work, Inc. Director of Information Technology 7/2013 – 3/2014
Defined & Standardized existing Managed Services Practice. Worked to raise the exposure of Net@Work, and leverage our relationships in and around the industry. Responsible for all N@W IT Services Delivery (An \$8MM/year Managed Services Practice)

- Manage N@W's IT Resources (30 Engineers, Account Managers and Administrative staff).
- Human Resources responsibilities for the IT-Infrastructure Division (Hiring, Reviews, Compensation)
- Managed large-scale implementations of technical projects for strategic clients in mission-critical environments including financial institutions, call centers and universities
- Planning, managing and support Enterprise IT, ensuring alignment between the client's technology and strategic business goals.
- HR Responsibilities (Hiring/firing, compensation, disciplinary action, benefits)

Power Consulting Group, Inc. Director of Information Technology 1/2011 – 7/2013

Managed Services-focused business development responsibilities. Worked to raise the exposure of Power Consulting Group, and leverage our relationships. Worked to develop strategic manufacturer/partner relationships. Designed corporate policies and standards to be used for client support. Designed sales strategies and cloud services. Determined utilization & profitability among accounts. Promoted to Director of Business Development once the MSP was stable.

- Led sales team of 5 in myriad sales and marketing campaigns, including mail, email, multimedia and social.
 - Completed the acquisition of a competitive Managed Services Provider. 2 full time employees, \$300K/annual revenue.
- Autotask NYC User Group Leader and founding member of the Autotask Certified Consulting Partner Program
- Developed Power Consulting's service delivery and sales processes and leveraged relationships to improve MS offering
- Created new relationships among current best of breed vendors. Strengthened existing relationships.
- Created new revenue streams (cloud, staffing, MSP consulting, etc.)
- Brought in new managed services clients on multi-year contracts (Revenue \$300K/year)
- Implemented new Managed Services technologies (SonicWALL GMS, NiNite, Acronis, Quosal, etc.)

Primary Support Solutions, Inc. Chief Technology Officer & Co-Founder 3/2001 – 10/2010

Created and managed a profitable IT consulting & managed services firm with annual revenues of \$5MM. Acted as the outsourced CTO and IT Department for over 100 companies in the New York Metro area.

- Chosen as a top IT Entrepreneur CTO under age 40 by CMP (VAR Business Magazine.)
- Regulatory compliance work (Sarbanes-Oxley, HIPAA, PCI, etc.).
- Added value for clients with IT Budget planning (including IPO budget preparation).
- HR Responsibilities (Hiring/firing, compensation, disciplinary action, benefits)

Client Achievements:

- **Burberry** – New firewalls and redundant DSL lines to 65 Burberry stores. Work was awarded a SonicWALL case study.
- **Forbes.com** - Hired when the internal 5 man IT team could not contain a virus infection/outbreak. Later, performed a complete overhaul of their 1,500 node network. Reimplemented Backup and Anti-Virus systems.
- **The Galleon Group** - Moved the \$9B hedge fund into 35k Sq.Ft. in the IBM building. Built and supported the trading desk and data center. Project management for network infrastructure upgrades. Provided IT support and assisted on strategic projects.
- **National Financial Partners** - The only outsourced IT provider for this public financial firm.
- **Cerebus Capital Management** - Supported home offices of VPs in the NYC area. New firewall, bandwidth and PCs.
- **DLC Management** - Was the outsourced CTO for a successful and growing Real Estate Investment Trust. Strategically maintained and updated network for a period of 9 years. Work was awarded a Microsoft case study.
- **OMNI NY/Mo Vaughn** - Implemented Biometrics, content filtering and VPN for the high profile REIT. 31 locations serviced.
- **Drew Estate** - Was the premium cigar manufacturer's outsourced CTO from 2001-2009. CoLocated their infrastructure in NY to protect during hurricane season. Work was awarded a SonicWALL press release and a SonicWALL case study.
- **Irvin Simon Photographers** – Designed the “film to digital” transition for the 60+ year old industry-leading school/camp photography business. Designed highly available, redundant systems and backup. Work was awarded a SonicWALL case study.

New York New Media Association Manager of Information Technology 8/2000 – 8/2001

Acted as the entire IT department for 75 users in NYC's first “lit” building.

- Analyzed and restructured all IT-related contracts with vendors
- Managed the implementation and support of the NYNMA network infrastructure
- Standardized & solidified network infrastructure from the ground up
- Designed, implemented & maintained Ghost images for all NYNMA workstations
- Procurement of all technical resources for all trade shows (e.g. “Super CyberSuds” event that attracted over 7,000 attendees).

Scholastic Books, Inc. Information Technology Project Manager 10/1998 – 8/2000

Designed procedures and support standards for the Desktop Support division. Designed & implemented procedures for Scholastic's successful Y2k upgrade project (over 2000 workstations in 6 months)

- Managed a staff of up to 20 technicians for various IT projects
- Designed & implemented Ghost Images and procedures for Scholastic's successful Windows 2000 rollout
- Responsible for training & mentoring new technicians and consultants
- Enterprise-wide problem resolution responsibilities regarding desktop support
- Resolved issues with HW/SW vendors, such as Microsoft, Dell, Compaq, Toshiba & Symantec
- Responsible for maintaining Scholastic's Microsoft software licensing.
- Selected to represent IT at the 1999 shareholder's conference in San Diego, CA

Mc-Graw-Hill Companies, Inc. Desktop Support Manager 5/1998 – 10/1998

Provided coverage after mass-defect of IT personnel. Handled all issues including executive support and HW.

- 3rd level support of Windows 95 & Novell environment
- User support for two midtown locations, including executive Support for all Directors and above
- Responsible for maintaining all desktop and infrastructure hardware (Servers and Desktops)
- Lotus Notes support for 1400 local users & Remote access support for 200 dial in users (notebook users and telecommuters)

Charles Schwab & Co., Inc. Server & Desktop Support Engineer 10/1996 – 5/1998

- Upgraded 65 Schwab branches & 800+ workstations from NT 3.51 to NT 4.0
- Built high end Compaq servers (models 2500–6000) for 65 Branches in the Tri State Area
- LAN/WAN connectivity support and monitoring via HP Openview
- Microsoft Exchange 5.5 installation, support & upgrades
- Responsible for maintaining Schwab Exchange server backup with ArcServe
- NT 3.51 & 4.0 Workstation imaging and configurations for users
- Responsible for remote support of senior level brokers

Professional Appointments & Panel Speaking

Ingram Micro - SMB Alliance Advisory Council Member (2012-2015)

Autotask - NYC TriState-Area User Group Leader & Certified Consulting Partner Program – (9/2012-9/2014)

ChannelPro – Panel Speaker at 3 SMB Forum Conferences (NJ-9/15, DC-9/16 & Boston-11/16)

Training & Certifications

PMI - Project Management Professional (PMP) Training

VMware - VMware Technical Sales Professional - VTSP4 & VTSP5 & VMware Sales Professional 4 - VSP4

Microsoft - Microsoft Gold Certified Partner – ID# 577214, Microsoft Software Advisor, Microsoft Preinstallation Specialist – ID #49668596, Microsoft CRM Software Advisor

Symantec/Veritas - Certified Specialist –Backup Exec 10.x Administrator - BE-100W, Symantec Certified Sales Professional, Firewall & Integrated Security Appliance Solutions

SonicWALL - Certified SonicWALL Security Administrator (3x)

Dell - Dell Certified Technician – ID #59852 (PowerEdge Servers, Latitude Notebooks, Inspiron Notebook, OptiPlex Desktops, Dimension Desktops)