Ryan A. DeFranco – BSE, MEM

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Summary

A skilled analytical, quantitative seller and leader with a passion for problem-solving. With over a decade of experience, I have consistently exceeded business objectives, boosting revenue and profitability. I excel in breaking down complex ideas and presenting technical solutions that resonate with customers and drive business outcomes. My approach brings clarity to chaos, empowering others to navigate uncertainty with confidence.

Professional Experience

Cisco Systems | San Jose, CA / Chicago, IL / Louisville, KY | July 2012 – Present

Solutions Engineer (SE) | Louisville, KY | July 2023 – Present
Following 14 months with the Cisco Meraki team as a Sales Specialist covering Public Sector customers, I returned to my Sales Engineering roots. Currently, I serve as a Solutions Engineer responsible for U.S. Commercial customers in the Louisville and Lexington, KY metropolitan areas, focusing on the entire Cisco technology portfolio.

Meraki Product Sales Specialist (PSS) | Chicago, IL | May 2022 – July 2023
After a decade spent in the System Engineering community, I made the transition to a sales specialist role. I am a Cisco Meraki Sales Specialist for State, Local, and Education (SLED) customers covering the North Central (IL/WI) and Upper Midwest (MN/IA/NE) regions.
- FY23 Q1 – 106% to Goal
- FY23 Q2 – 351% YoY Growth

Enterprise Networking Technical Solutions Architect (EN TSA) | Chicago, IL | Oct. 2018 – May 2022
After over four years as a Systems Engineer, I made the transition into a specialist role, focusing solely on Cisco's switch, wireless, DNA, and Network Automation portfolio. Initially, I was on a team covering SLED customers in the Midwest and then transitioned to the entire Western half of the U.S. and Canada, dedicated to all customer verticals.
- Sold to customers such as Nike, Allstate, Circle K, City of Chicago, UW-Health, and Chicago Public Schools
- Presented at multiple 1:Many and Workshop events
- 100%+ to Goal for four straight halves, including 200% to goal ($1.98B in Bookings) for FY21 H2

Systems Engineer (SE) | Chicago, IL | April 2014 – October 2018
After roughly a year as an inside sales engineering resource, I made the transition to field sales. I was on a team covering Public Sector customers in the Chicagoland area. I was responsible for the entire Cisco product portfolio, but I still stuck to my Enterprise Networking roots by specializing in route, switch, wireless, and digital networks.
- FY17 Sales Champion and SLED-Central Operation SE of the Year
- Dedicated pre-sales SE for the City of Chicago, County of Cook, McCormick Place, and Navy Pier

Virtual Systems Engineer (VSE) | San Jose, CA | July 2013 – April 2014
After a year of working/training as an Associate Systems Engineer, Cisco gave me an opportunity to grow as a Virtual Systems Engineer. In this role, I specialized in our Enterprise Networking portfolio (route/switch/wireless) working closely with outside account teams as an inside sales engineering resource.
- Fully certified for full demonstrations at Cisco HQ's Executive Briefing Center (EBC)
- Sold to customers around the World across all verticals

Associate Systems Engineer (ASE) | San Jose, CA | July 2012 – July 2013
My first year at Cisco was spent learning the many solutions that Cisco offers, while diving into the world of traditional computer networking.
- Graduated from the Cisco Sales Associates Program (CSAP)
- Specialized in assisting Cisco Partners and Resellers with pre-sales opportunities

Demand Generation Activities
DNA Center Demand-Gen Events | Summer 2021
- Led a team of TSAs who created highly attended product overviews and demonstrations

COVID-19 Response Workshops | Spring 2020
- Formulated various ways customers could leverage EN products in response to COVID

Leadership and Public Speaking
Cisco PRIDE ERO | Spring 2019 - Present
- Led the Cisco Chicago Chapter

Cisco Connect U.S. | October 2018 – Present
- Five-time Cisco Connect presenter for DNAC and SD-WAN topics

Research Experience
Senior Design Project: Stage Manager Simulator | Iowa City, Iowa | Spring 2011
- Team leader for project to create stage manager training simulator with significant intellectual property potential using QFD analysis
- Designed interface and feedback mechanisms for student users reducing training time

S.I.R.E.N. Lab | University of Iowa Hospital, Dept. of Neurology | January 2010 - May 2011
- Investigated use of visual cues while driving to see the effect they have on older drivers at the Simulator for Interdisciplinary Research in Ergonomics and Neuroscience for honor's thesis
- Researched focused on an investigation of visual cues to improve driver safety in changing lanes

Education
Duke University | Durham, North Carolina | May 2012
Master of Engineering Management - GPA: 3.70/4.00

University of Iowa | Iowa City, Iowa | May 2011
Bachelor of Science of Engineering – Honors in Industrial Engineering - GPA: 3.43/4.00

Software Skills
Fluent in Cisco IOS-XE for Catalyst Switching/Router/Wireless products, Cisco 9800 Wireless Controller GUI, Cisco AireOS WLC GUI, and Cisco Meraki Dashboard. Proficient in the Microsoft Office Suite (Advanced in Excel), Salesforce CRM, and Cisco Commerce Workspace (CCW). Significant exposure to Python, C, and Apache Velocity.