

IT Prophets is excited to introduce Susan Cook, our new vice president of Sales. We are very pleased to bring someone with such extensive IT sales and marketing experience on board. Here is a bit of information about Susan and we look forward to getting her introduced to our customers and prospects.

With twenty plus years of sales and marketing experience, Susan has a solid reputation for building successful client and alliance partner relationships, marketing programs and cross-functional teams that deliver results. For the past ten years, her focus has been to help Fortune 1000 IT organizations align with their Business for optimal performance. During her tenure with Institute for International Research (IIR), she worked with the industry analysts, CIOs and service providers to help educate both IT and Business leaders about the most innovative trends and solutions for better alignment. She had the opportunity to work with the leading software providers like IBM, HP, CA, SAP and Microsoft.

Prior to IIR, Susan helped to build the National Account Management program at Liaison Technologies where she turned around and managed their two largest key accounts as well as pursued new business opportunities with key prospects. She sold a combination of professional services and managed services for both E-Commerce integration and Master Data Management solutions.

Susan also served as VP of Marketing for Entuition, a premier BMC partner. She directed the development and implementation of all pre-sales, sales support and marketing initiatives for both direct opportunities as well as alliance partners, to include Remedy, a BMC Software Company, Specific Integration and Denali. Also involved in the recruit new partners like IBM and EDS.

In addition, while working full-time in various corporate positions, she has held board level, consulting and volunteer positions for various non-profit groups that range from professional associations like the Sales & Marketing Executives International Atlanta Affiliate (SMEA) to Hospice Atlanta, a special needs adoption agency, the PKD Foundation and a revitalization program in Kenya, Africa.