

Michael McGinnis

Principal Sales Engineer

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Seasoned and innovative professional with extensive experience in deploying SaaS-based solutions, leading multidimensional teams, securing multiple high-value accounts, and consistently meeting ambitious sales targets.

Expert in driving cross-functional collaborations that ensure products not only meet technical specifications but also exceed business objectives. Adept at elevating company visibility and brand authority, leveraging C-level relationships, expediting sales cycles, and enhancing customer retention rates. Committed to advancing technological expertise, demonstrated by successful management of complex, enterprise-level solutions for government, education, and healthcare sectors. Skilled in orchestrating events and engagements that strengthen client relationships and deliver exceptional ROI.

Areas of Expertise

- Strategic Sales Leadership
- Stakeholder Engagement
- Customer Retention Optimization
- Security Architecture Design
- SaaS Product Deployment
- Revenue Growth
- High-Value Account Management
- Training & Development
- Project Management
- Solutions Architecture
- Cross-Functional Team Leadership
- Strategic Planning & Implementation

Professional Experience

Devo, St. Louis, MO

October 2021 – December 2024

Principal Solutions Engineer

Guide a team of six solutions engineers in the development and deployment of innovative SaaS-based logging solutions. Collaborate with cross-functional teams to ensure solutions meet both business and technical requirements. Facilitate technical workshops and training to drive solution adoption and customer success.

Notable Contributions/Accomplishments:

- Recognized as the Top 1% performer in the sales organization for consecutive years, 2022, 2023 and 2024.
- Awarded Global Solutions Engineer of the Year in 2023 and 2024.
- Achieved Solutions Engineer of the Quarter honors six times.
- Successfully secured multiple accounts with eight-figure values.
- Led a sales team to consistently meet all sales targets while also achieving personal sales goals.

LogRhythm, St. Louis, MO

October 2020 – October 2021

Senior Solutions Engineer

Revamped product demonstrations to align with evolving security trends aimed at ensuring relevance and effectiveness in customer engagements. Implemented Proof of Value deployments, successfully facilitated sales cycles, and bypassed the process in over 90% of cases due to strategic pre-sales engineering. Served as a keynote speaker at numerous security conferences and enhanced company's visibility and thought leadership within the industry. Delivered engaging presentations as a guest speaker on various industry podcasts, further solidifying brand authority.

Notable Contributions/Accomplishments:

- Achieved President's Club status within first 3 months by leveraging C-Level relationships and driving sales within the territory.
- Increased customer retention rates to over 85% by attentively addressing concerns and prioritizing case escalations.
- Recognized as Sales Engineer of the Quarter twice, demonstrating exceptional performance and expertise.
- Earned title of Q1 2021 Sales Engineer All-Star for contributing to closure of 3 seven-figure deals outside the designated territory.

Executed dynamic product demonstrations tailored to diverse customer needs, enhancing understanding and application of complex solutions. Developed and implemented robust security incident response protocols using SOAR technologies, strengthening client defenses. Established comprehensive logging and SIEM practices for government and educational institutions, ensuring compliance with stringent regulatory standards.

Notable Contributions/Accomplishments:

- Authored and published over 10 security-focused blog entries and contributed to thought leadership and marketing efforts.
- Consistently achieved sales targets and secured 100% of sales quota during a challenging global pandemic.
- Created innovative content for product offerings and facilitated expansion into new market use cases.

Architected enterprise-level solutions with a service-first approach, catering to complex organizational use cases. Developed and maintained strategic relationships with multiple vendors as well as achieved certifications to enhance service margins. Established and streamlined sales engineering process for SIEM and Log Management solutions.

Notable Contributions/Accomplishments:

- Orchestrated local events for C-level executives, secured over 90% attendance, and achieved an ROI exceeding 500%.
- Closed the company's largest services deal at \$1.7 million, alongside a significant \$2 million GP product deal.
- Surpassed annual sales targets with 217% attainment and acquired 88% net-new clientele for the organization.

Architected enterprise-level solutions tailored for government, education, and healthcare sectors with diverse use cases. Managed end-to-end customer proof of concept projects and ensured successful demonstrations and seamless integration. Responded to numerous RFPs with precision and aligned technical specifications with organizational needs. Delivered compelling keynote speeches at regional events and annual user conferences with keen focus on engaging over 1100 customers and 6000 attendees with product insights and industry trends.

Notable Contributions/Accomplishments:

- Surpassed sales targets, achieved 150% attainment, and realized 200% year-over-year growth within the territory.
- Expanded state government accounts in Missouri, Oklahoma, and Kansas and elevated annual sales from \$8,000 to approximately \$5 million.
- Earned repeated recognition as Sales Engineer of the Quarter, demonstrating exceptional performance and peer leadership.

Additional Experience

Deputy CISO | BJC HealthCare

- Orchestrated the development and implementation of cybersecurity strategies to safeguard organizational systems and data against cyber threats.
- Collaborated closely with IT teams to conduct risk assessments, identify vulnerabilities, and implement security controls that enhanced the overall security posture of the organization.
- Conducted comprehensive security assessments and audits to evaluate the effectiveness of security measures and recommend enhancements to mitigate risks effectively.