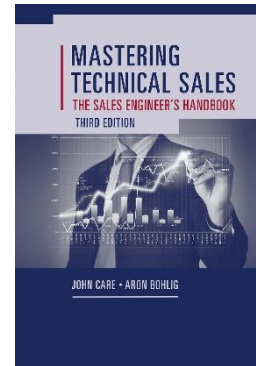


Executive Bio: John Care

John Care

Managing Director

Mastering Technical Sales



John Care serves as the Managing Director of Mastering Technical Sales LLC. The company is dedicated to serving the needs of presales engineers across the globe through a combination of skills enablement, management consulting and keynote speeches. It is John's goal to improve the profession of presales in every interaction with his clients. His experience with those clients, his vast network of contacts, a background in software, hardware and services and his long track record of success all contribute to the success of the company.

The company was founded based upon the highly successful book, "Mastering Technical Sales: The Sales Engineers Handbook". The book has been described as "*the ultimate how-to manual for presales engineers and their leaders*", and is now an integral part of new hire development at many technology companies. To date, over 25,000 students have been trained in his Professional Skills Curriculum.

During his career, John has built world-class sales engineering organizations at companies such as Oracle, Sybase, Business Objects, Nortel, CA Technologies and HP. His responsibilities have varied from an

individual level up to a VP of presales running organizations of over 150 people. He also has the diverse experiences of being both a quota carrying salesperson and a senior IT executive/CIO listening to salesmen and presales engineers trying to sell him their "solutions".

In addition to Mastering Technical Sales, John has been published in various media ranging from Infoworld and CIO Magazine to the Wall Street Journal. He is widely credited with the creation of the First Law Of Discovery and also the original Demo Crime Files list in 1995. The updated Third Edition of the MTS book was released in July 2014 and "*The Trusted Advisor Sales Engineer*" eBook in July 2016. His monthly newsletter, The Mastering Technical Sales Edge, has a global subscription of almost 30,000 SE's. John's current writing project is "*Mastering Technical Sales: The Sales Engineer Manager's Handbook*".

John holds a Bachelor of Science (Engineering) in Chemical Engineering from Imperial College, London. He served on the Advisory Board of the Fox Business School of Temple University, Philadelphia as a contributor to the International and

Executive MBA Program. John currently lives in Longboat Key, Florida with his wife and various pets.



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[Graduates of the classes will note that John omits "leading provider" and "market leader" from his company description]