

## LINKEDIN PROFILE

### HEADER INFO:

**Name:** Brice Abello

**Headline (120 characters max):**

VP Business Development, WAVESYS | Global Systems Integration and Support Services for Innovators Driven to Be the Best

### SUMMARY: (2,000 characters max)

“Creativity is the power to connect the seemingly unconnected.” – William Plomer

In today’s connected world, systems need to interact seamlessly with each other in a radically complex environment.

As Vice President of Business Development for global systems integrator WAVESYS, I always go the extra mile for our customers, ensuring that our work turns complexity into creativity and business success.

WAVESYS serves companies seeking to deliver their software on purpose-built platforms. We earned a stellar reputation by providing turnkey servers, appliances, and embedded solutions, along with end-to-end services, that enable our customers to get devices to market faster and more cost-effectively.

My years of multi-industry experience, along with a passion for customer success, ensure that I understand your goals and will never waste your time. I thrive on adding value at every step of a relationship.

My career includes business leadership positions at a leading medical OEM as well as the businesses that serve them. I’m also an experienced entrepreneur who spent two decades at the head of a technology company, evolving and scaling it – and putting out my share of fires – while helping my customers grow profitably. Outside of the office, I’m committed to helping startups gain traction, including data-driven marketplace Pathways Health where I serve as an advisor to the leadership team.

At WAVESYS, it is my goal to drive our business forward by leveraging my creativity and business acumen to deliver tailored turnkey solutions and services to you, our customer. We are up to the challenge of helping your business, letting you focus on innovation while benefitting from faster product development and minimized supply chain risk.

Let’s discuss the technology and services that will optimize your application and propel performance. I can be contacted at [briceabello@wavesys.com](mailto:briceabello@wavesys.com)

### EXPERIENCE:

**WAVESYS, Inc.**

VP, Business Development – Northwest Region

1/2019 – Present

A subsidiary of CTT Global, WAVESYS is a global systems integrator for software development companies and OEMs. In business since 1997, our customers have entrusted us with 40,000 contracts around the globe.

Our offerings start with reliable hardware from the world’s top OEMs followed by start-to-finish services and support designed to help get new devices to market with the best possible speed, costs, and revenue results.

The WAVESYS advantage:

- ▶ A true global footprint – coverage on 6 continents
- ▶ 3 state-of-the-art manufacturing locations
- ▶ 17,000 field technicians
- ▶ 700+ forward stocking locations
- ▶ 4 support and repair centers
- ▶ Rigorous attention to quality: ISO 9001, TL 9000, ISO 14001

We provide full life cycle management services, from concept design and manufacturing to private label branding, supply chain, and support.

With WAVESYS, nothing falls through the cracks. We stand behind every solution we build. Our years of business excellence and strong supplier relationships mean that you can focus on innovation. We’ll handle the rest.

Eager to learn more? Visit us at [www.wavesys.com](http://www.wavesys.com).

**Carl Zeiss Meditec AG**

Business Manager

10/2010 – 1/2019

Carl Zeiss Meditec is a leading multinational medical technology supplier.

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Took over a new sales enablement program that monetized our installed base to re-invest in new technologies. In this role, I fueled revenue growth by initiative an innovative sales channel dedicated to growing revenue in markets that were not serviced by our direct sales teams.

In addition to managing channel partners, I was also responsible for fulfillment partners, production, and supply chain resources. I was intensely involved with global sales and marketing leadership teams on product acquisition and pricing strategies.

Highlights include:

- Delivered 172% annualized growth over 7 years, with total sales exceeding \$25 million in last fiscal year.
- Signed on channel partners, established processes and goals, and streamlined operations by outsourcing logistics, asset recovery, refurbishment, and remarketing.
- Enabled business scaling and improved visibility into business operations by selecting and implementing a new technology solution for inventory control, manufacturing, and asset tracking.

**Arrow Electronics**

Regional Manager

2/2006 – 12/2009

Arrow Electronics is a Fortune 500 electronic component and computer product OEM.

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Led the company's largest OEM sales organization consisting of field sales, presales, inside sales, and program management teams generating \$80 million annually through solutions that integrated products, manufacturing services, and supply chain services.

- Turned around the sales organization to replace lost business. Revamped sales teams, bringing together the right combination of business development skills, drive, and domain knowledge. Set new expectations, built accountability, and focused on results.

**REWork Technologies**

Management Executive

1/1984 – 3/2005

REWork Technologies was a global technology asset refurbishing, sales, and support company.

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As founder, President, and CEO, led all functional areas: sales, marketing, product lifecycle management, operations, finance, supply chain, inventory, and customer support.

Markets served: Medical, Semiconductor Manufacturing, Military, Networking, Retail, Banking.

- Built a strong executive management team supporting a global operational infrastructure. Intentionally nurtured an environment of empowerment and collaboration.
- Mobilized growth by operationalizing the business vision and moving quickly to make strategic decisions. Regularly assessed the company's potential future performance.
- Provided direction for new markets and clients. Built strategic relationships to expand the company globally.

- Streamlined operations by outsourcing noncore competencies, resulting in 15% increase in net margins.
- Re-engineered the business model to address market shifts and increase business value, resulting in profitable sale of the business.

#### OTHER LINKED SECTIONS:

*Most of these other sections are easy to fill in yourself. If you need any help, just let me know.*

Skills  
Education  
Courses  
Organizations  
Projects  
Volunteer Experience  
Causes  
Certifications  
Publications  
Honors & Awards  
Languages  
Patents  
Additional Info  
Interests