



Farzam Ebadypour

Sr. Sales Engineer

(408) 799-2569 - Bay Area, CA

farzam@programmer.net

18+ year's driving Enterprise pre-sales growth for network, cloud services, security and providing excellent customer service!

Linkedin - <https://www.linkedin.com/in/farzam-ebadypour-9baa085>

Articles: <https://www.linkedin.com/in/farzam-ebadypour-9baa085/detail/recent-activity/shares/>

Imperva Tech Marketing Blogger: <https://www.imperva.com/blog/author/farzamebadypour/>

Github Repo - <https://github.com/fpegah83/>

ACCOMPLISHMENTS

- Regularly exceeded yearly Pre-sales quota goals for enterprise territory (125%+)
- Sales Engineer of the year award at Redback, Imperva, Nominum and Shape
- Multiple quarterly Awards for largest deals closed in region by an SE at Nominum
- Subject Matter Expert (Imperva, Shape) - Key technical blogger
- Customer relationship builder, educating customers, identifying key customer problems and turning them into sales opportunities
- Excelled to Strategic Account sales

PROFESSIONAL EXPERIENCE

2018 – 2020 Shape Security Mountain View, Ca

Strategic Sales Engineer / TAM

- Serve as the Shape Security central point of contact for services delivery to ensure the customer has an integrated service delivery experience.
- Develop a deep understanding of our customer's business challenges and their technical environment
- Advise the customer on their team's development, their platform adoption and their deployment of best practices using tools such as the Best Practice Assessment and Threat Assessment
- Deliver a Quarterly Services Review with the support and involvement of the Account Team
- CMS - WordPress for creating, editing, organizing, and publishing customer content
- Qualify pipeline technically, establish footprint in greenfield accounts, and improve account stickiness.
- Pre-Sales Presentation, Demo, POC's and educating customers.Evaluations.
- Daily customer engagements:
 - Monitor and manage complex customer situations
 - Address product related issues
 - Educate and train customers
 - Get feedback and provide to PM team
- Responsible for providing mentoring and training to enterprise organization members, including weekly, monthly and quarterly technical trainings on Shapes existing Enterprise offerings and new feature functionality. .
- Responsible for developing use case criteria and training on new technologies for global TAM organization.
- Worked daily with SOC, Threat Intelligence teams to resolve existing issues

2016 – 2018 Imperva/Incapsula, Inc. Santa Clara, Ca

Sr Security Sales Engineer / Subject Matter Expert

- Provided technical product presentations, white boarding, POC's educating customers
- AWS Cloud CDN, WAF, Automation, DDoS mitigation L3/4 and L7, SIEM integration
- Presented product roadmaps and technical architecture on various security technologies.
- SME - Threat Intelligence, Multi-Vectored Attacks, Bot Classification Flow
- SIEM Integration with SOAR (Rest-API)
- Worked pre/post-sales with customers to troubleshoot and make configuration changes.
- Worked with QA teams to identify bugs and feature requests.
- Built training materials for Sales and Marketing teams.

2009– 2016 Nominum Inc Santa Clara, Ca
Lead Sales Engineer

Key Accounts: (Charter, Comcast and North American, Telefonica, Telmex South America)

- Pre-sales presentation, POC's, technical architecture and responsible for the technical sale.
- Work closely with my customers, develop relationships which have followed me throughout my career and trust which is extremely important when selling any type of solution
- DNS Based solution, caching and authoritative
- Integration with third part SIEM and Log Management solutions.

2007-2009 Riverbed Technology Bay Area, Ca Sr. Sales/System Engineer

- Pre-sales presentation, POC's, technical architecture and responsible for technical sales
- Implementation, POC's and support
- Obtained quota every quarter and went into excellerators 2 years in a row

1999-2007 Redback Networks Bay Area, Ca
Sr. Sales

- Pre-sales presentation's, pilots, technical architecture and responsible for the technical sale. I would work closely with my customers, develop relationships which have followed me throughout my career and trust which is extremely important when selling any type of solution.
- Technical Sales Lead managing Ericsson pre-sales engineers (post acquisition). Our team was directly responsible for the the most net-new accounts, overachieving my sales plan and having the highest margin deal in the company.
- Sales driven, confident and willing to do what is necessary to succeed.

ENGINEERING KNOWLEDGE

- SIEM, SOAR, DLP, CMS (Content Management Systems - WP)
- SaaS, SD-WAN, BGP, MPLS
- Databases - Oracle, MySQL, SQL Server, PostgreSQL, MongoDB, SQL Queries
- RESTful API scripting, Python & Shell scripting (previous Perl dev experience)
- Deep analysis into Automation vs Human or Manual Fraud. Aggregator Fraud, MageCart - Client Based Interrogation/Analysis - (UFP)/(HFP)/(BFP)/(DFP)
- AWS Cloud Architect Associate Certified / GCP
 - Kubernetes, Docker
- Cloud CDN, WAF, DDoS mitigation -Incapsula, Akamai, Cloudflare
- SSL Certificate and Key Gen
- Java Script Injection, MageCart, CSS, Credential Stuffing, compromised accounts
- Mobile SDK (iOS & Android) API endpoints APT (Advanced Persistent Threats)
- Linux- Kali, Ubuntu, Debian, RedHat
 - SIEM Solution integration with various third party solutions (Splunk, LogRythm etc)
 - Windows server and Unix Security, System Error Log trouble-shooting

