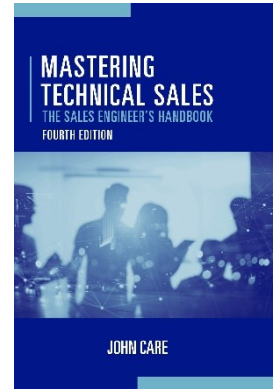




John Care

Managing Director

Mastering Technical Sales



John Care serves as the Managing Director of Mastering Technical Sales. The company is dedicated to serving the needs of Sales Engineers across the globe through a combination of professional skills enablement, management consulting, and keynote speeches. John's goal is to improve the profession of presales in every interaction with his 300+ clients.

The company was founded on 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." It is now an integral part of new hire development at many technology companies. In addition, over 40,000 students have been trained in his Professional Skills Curriculum.

During his career, John built world-class sales engineering organizations at Oracle, Sybase, Business Objects, Nortel, CA Technologies, and HP. His responsibilities have varied from an individual level up to a VP of presales running teams of over 200 people. He also has diverse experiences as both a quota-carrying salesperson and a senior IT executive / CIO listening to salespeople and

presales engineers trying to sell him their "solutions."

In addition to Mastering Technical Sales, John has published in various media ranging from InfoWorld and CIO Magazine to the Wall Street Journal. He is widely credited with creating the First Law Of Discovery and the original Demo Crime Files list in 1995. The updated Fourth Edition of the main MTS book was released in May 2022. John also published "The Trusted Advisor Sales Engineer" eBook in July 2016. A LinkedIn Learning video series, "The Role Of The Technical Sales Engineer," came online in November 2017 (with over 150,000 views), and he created a complete set of SE Fundamental video vignettes in 2020. His quarterly newsletter, The Mastering Technical Sales Edge, has a global subscription of over 35,000 SEs. John's latest book is a paperback "Mastering Technical Sales: The Sales Engineer Manager's Handbook," launched in April 2020.

John holds a Bachelor of Science (Engineering) in Chemical Engineering from Imperial College, London. In addition, 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. He currently serves on the Advisory Boards of several hi-tech startups.

John now divides his time between Longboat Key Florida, and Philadelphia, enjoying the sunshine and beaches with his wife and various pets.



Contact:

Mastering Technical Sales LLC
3030 Grand Bay Blvd #333
Longboat Key FL 34228 USA

Phone: +1-215-431-1552
www.masteringtechnicalsales.com

Have A Question? Email us at
info@masteringtechnicalsales.com



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