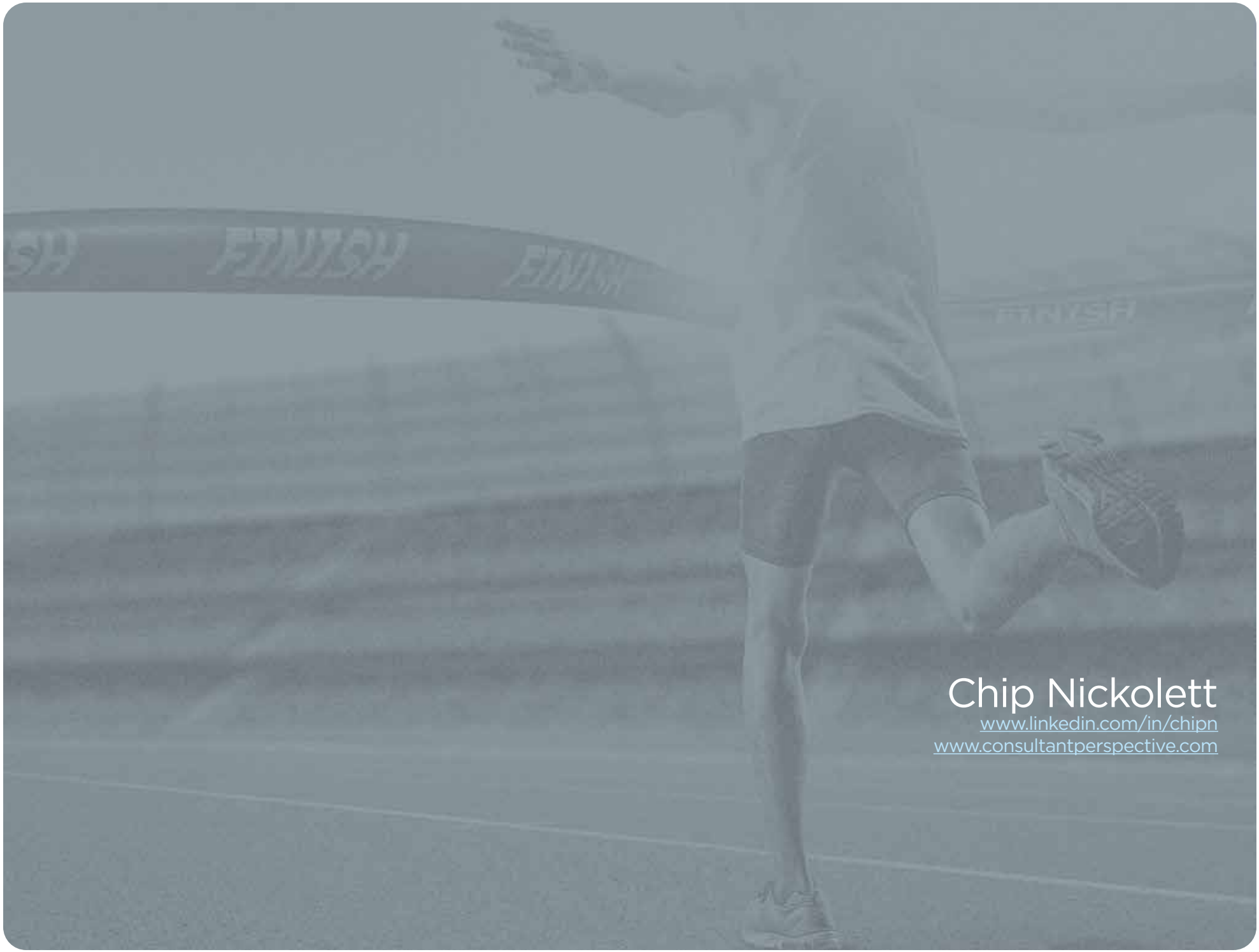


Chip Nickolett
www.linkedin.com/in/chipn
www.consultantperspective.com

Meet Chip.

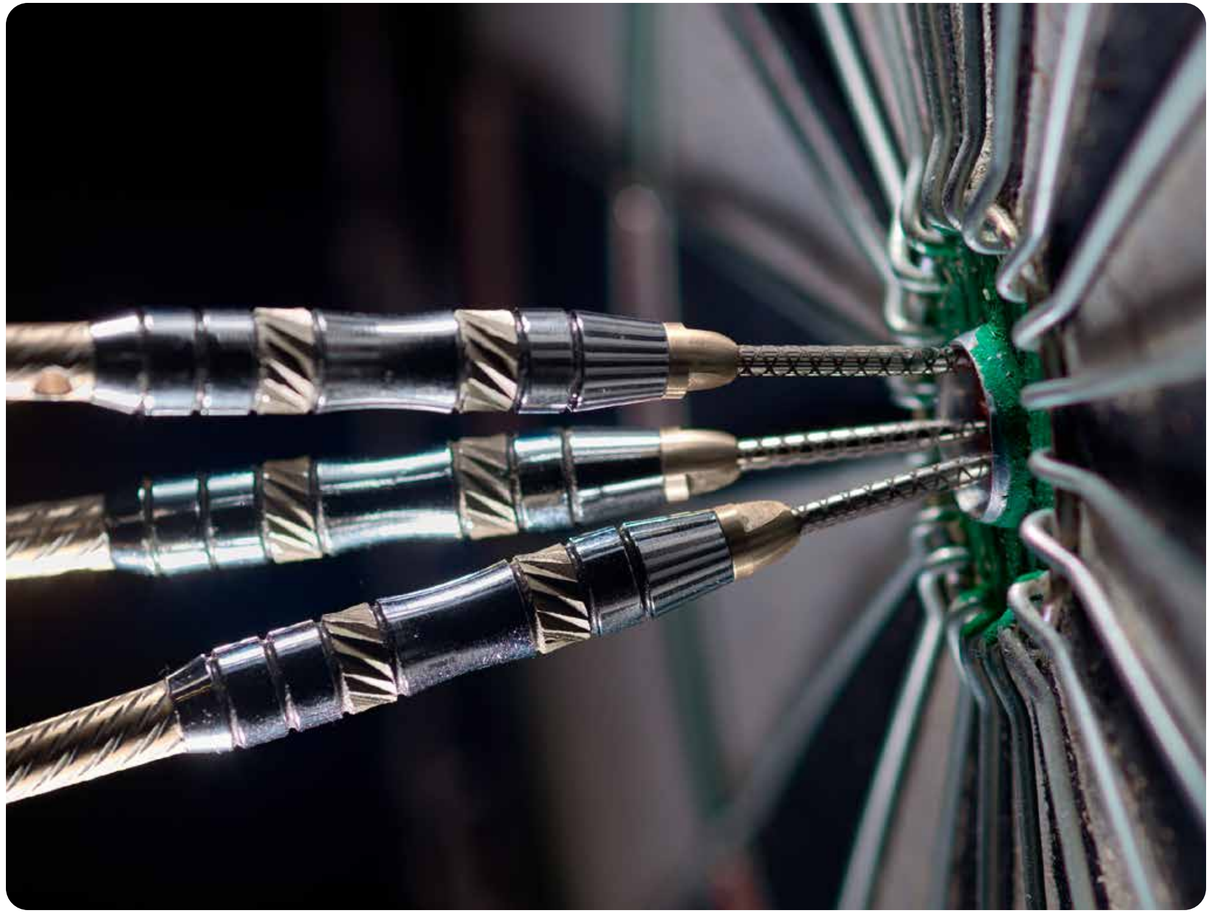
Ronald "Chip" Nickolett is a creative, innovative sales professional with a distinguished career marked by success in helping customers rethink the way they do business and developing high-performance teams to do the same.

With a focus on lifetime value over a one-time sale, Chip weaves the thread of his value proposition into the fabric of a prospect's or customer's goals and aspirations by developing a selling story that *they own.*

Helping them visualize *post-implementation success* (an emotional experience) combined with *business case justification* (rational approval) results in shorter sales cycles and multi-phase deals that continue to grow and increase in value over time.

Creating wins with his teams, companies and customers alike, is Chip's measure of success.

Chip Nickolett
Business & Sales Executive



Leadership & Results

Chip's leadership style is to lead and coach people while managing processes and outcomes. He develops High Performance Teams that are collaborative, analytical and process oriented for repeatability. His winning approach to teams — that consistently hits the mark — is to target outcomes through insight and alignment of vision, thus assuring customer satisfaction and longterm business growth.

Creative & Innovative.

Led the Cloud Initiative at Ingres in early 2010. Feelings amongst the Executive Team ranged from "The cloud is just a fad" to "We have already lost that battle because MySQL just signed with Amazon." A year later the plans were rolled-out when the "Private Equity owner provided three months to demonstrate their relevance."

Led the push to get industry standard geospatial capabilities added to the Ingres database (release 10S) in 2012. Fewer customers were developing new applications and business was slowing, but the geospatial space was an expanding frontier. Chip brought on a Services Partner to engage a Premier GIS Vendor to support his efforts.

Foreign Defence Organization A longtime customer was steadily migrating to other products. By engaging their Product Managers with innovative ideas around a new IoT initiative, Chip sparked discussions leading to other company offerings and approaches that resulted in a new multi-year deal.

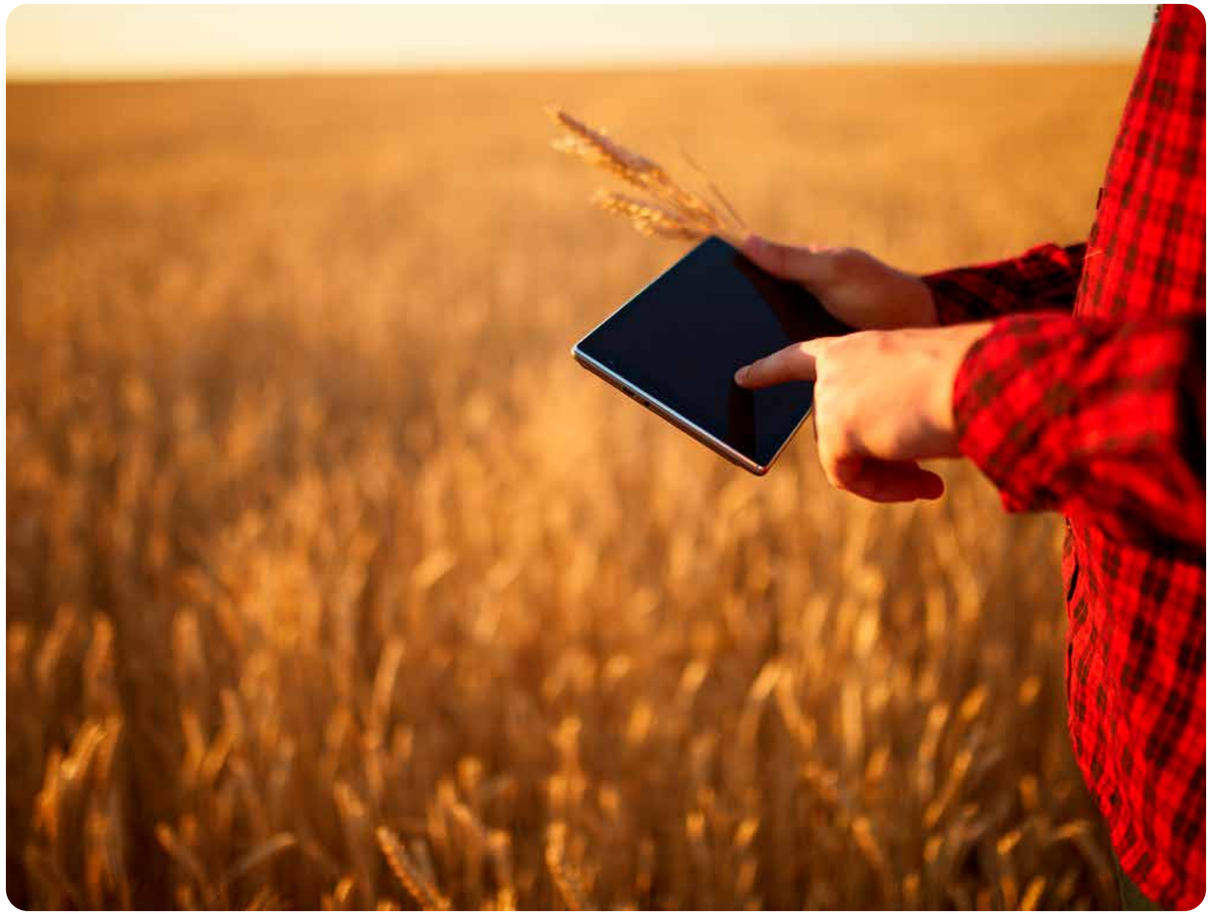
New Analytics Customer: A major eCommerce customer had planned on expanding their Informix environment. By linking improvements tied to past customer requests and concerns, Chip was able to close one of the first Analytics DB deals and displace a competitor.

Longtime Customer Expansion: By hosting an onsite "Lunch & Learn," Chip was able to engage teams using Teradata and

Leading the Customer Conversation.

Oracle identify needs and help prevent their costly planned expansion by using his products instead.

Acquired Customer Expansion: A major NoSQL account was evaluating other options for cost reasons. By demonstrating how Cloud deployments with Subscription licenses allowed them to compete in Tier 2 markets, increase availability and decrease implementation times, Chip was able to turn-around perceptions and significantly grow that account.



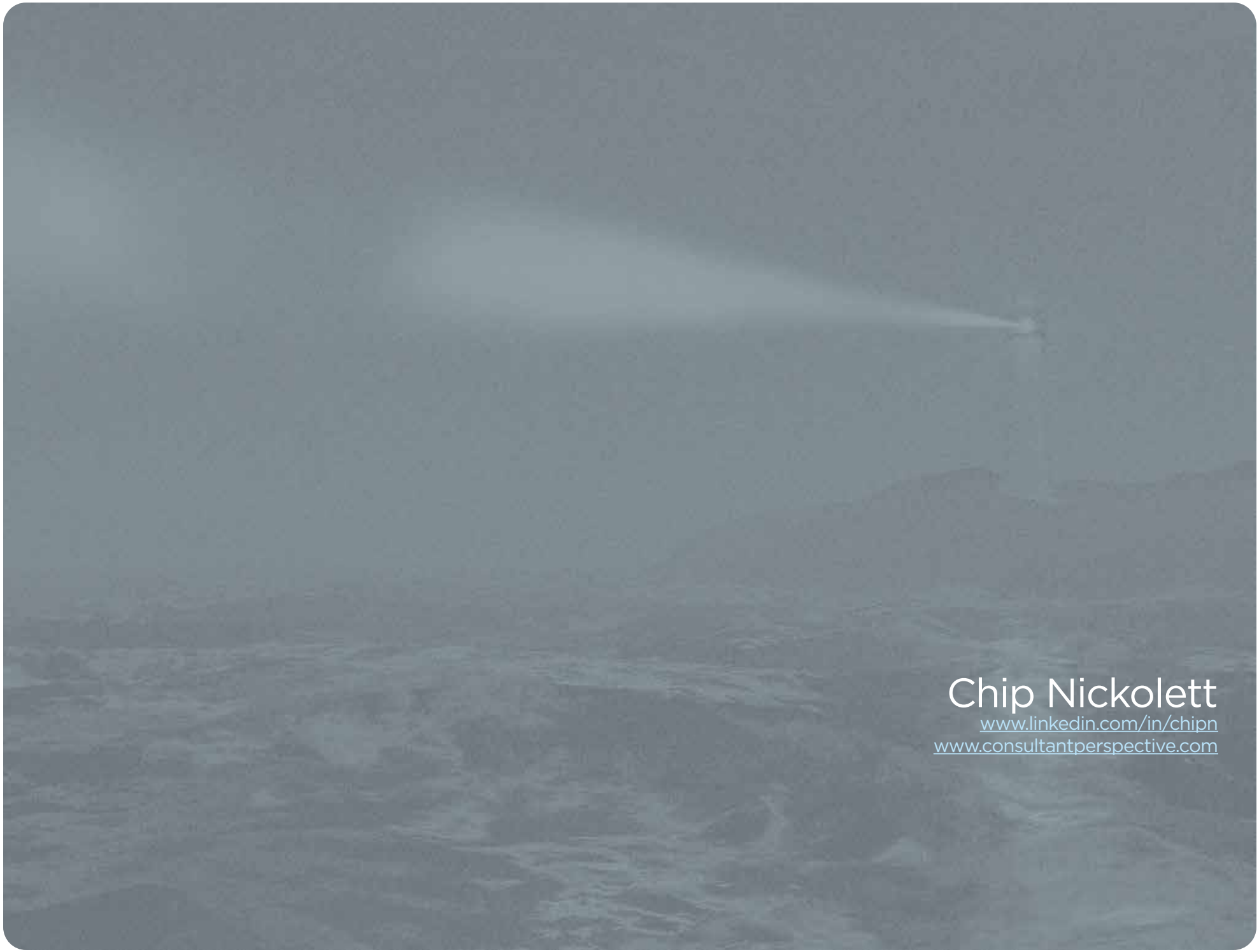
A Large APAC Government Agency was expanding their SQL Server installations when Chip began working with a Deputy CEO who had a vision for their mission-critical systems. By turning that vision to reality he introduced new products and increased their spend by 6x over 3 years. They are now a Top 10 Customer.

A North American Malting Company was a legacy customer generating little revenue. Chip started by selling a small virtualization project to move off failing hardware, followed by the modernization

VALUE: Short term Acquisition. Longterm Loyalty.

of their reference system. That led to deployment to 3 new sites over the next 15 months.

A Large Canadian Insurance Company had migrated more than 60% of their applications to a competitor. Chip developed a trusted relationship with their SVP of IT, gained the support of his CEO, and leveraged the customer to develop a new relationship with HP. Over the next 2 years, he turned the customer around and expanded their product usage.



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