



## Mitch Friedman

Associate

Mitch Friedman applies over 30 years of experience selling enterprise software and cloud solutions, renewable IT consulting services, and private client consulting engagements. He focuses on leading teams through transformational change by evolving their existing sales process into a more efficient operating model.

Prior to joining ValueSelling, Mitch worked at Microsoft for nearly 11 years, mostly as an Account Executive of Major Accounts. In this role, Mitch engaged IT and Line of Business leadership, then leveraged virtual teams to demonstrate how Microsoft technologies provide optimal solutions to business challenges. Later, as a Senior Partner Development Manager for Microsoft, Mitch engaged with ISV's to transform their business and their customers by utilizing Microsoft Azure. His group of ISVs increased their Azure consumption by over 150%, equating to 10 million each year.

As an AE, Mitch developed effective solutions for clients including:

- 1st AE in the Northeast to migrate one of the largest Global Insurance companies from a pay-as-you-go business model to a 3-year renewable Enterprise Agreement
- Instrumental in moving a large financial services customer from being an all on-premise software user to leveraging the cloud
- Consolidating a global collaboration strategy, leading to a multi-year 300% increase in revenue and a \$40 million enterprise agreement

He leverages his extensive experience and expertise in sales and leadership with the ValueSelling Framework® to provide a highly customized solution that accelerates measurable change in clients' sales culture and process.

Mitch received his BBA in Accounting with a concentration in Information Technology from the Isenberg School of Management, UMass Amherst.

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