

Lamin Traore - CV

CONTACT

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PROFESSIONAL SUMMARY

Award-winning sales leader and technical consultant with 15+ years driving revenue growth across enterprise connectivity, unified communications, and managed network solutions. Proven record of building high-performing teams, exceeding multimillion-dollar quotas, and executing consultative, solution-based selling strategies. Multilingual professional fluent in English and German.

CORE COMPETENCIES

Sales & Consulting: Technical Sales, Sales Leadership, Unified Communications, Solutions Architecture, Strategic Consulting, Account Management, CRM/Pipeline Management **Technical:** MPLS, VoIP, Ethernet, Network Security, Data/Voice Networking, Cloud Solutions, Managed Network Services **Software:** Microsoft Office Suite, CRM Systems, AI Tools **Languages:** English (fluent), German (fluent), French (beginner), Spanish (beginner)

PROFESSIONAL EXPERIENCE

Sales Manager | Spectrum Business Services | Atlanta, GA | Dec 2025 - Present

- Spearhead recruitment, coaching, and development of a team of Enterprise Account Executives and Account Managers targeting mid-market and multi-location business customers
- Orchestrate consultative, solution-selling methodology across connectivity, managed network, security, cloud, and voice portfolios to accelerate pipeline generation and quota attainment
- Establish structured prospecting cadences, activity benchmarks, and performance metrics; drive forecast accuracy through weekly deal strategy reviews and one-on-one coaching
- Partner with Sales Engineering and Technical Sales Consultants to deliver accurate solutions architecture, complete technical discovery, and high-quality proposals
- Analyze competitive dynamics and market conditions to position Spectrum solutions across in-footprint, out-of-footprint, and underlay-agnostic opportunities

Technical Sales Consultant - UC | Spectrum Enterprise | Atlanta, GA | Jan 2023 - Dec 2025

- Served as primary subject matter expert on Unified Communications solutions, partnering with account managers and hunters to identify, qualify, and close strategic enterprise opportunities
- Delivered executive-level technical presentations on IP-based UC services, translating complex solutions architecture into measurable business value for C-suite stakeholders
- Provided expert technical consulting across voice, collaboration, and cloud communication platforms, accelerating deal velocity and improving proposal win rates

Technical Sales Consultant III | AT&T | Atlanta, GA | 2016 - 2022

- Served as enterprise subject matter expert on MPLS, VoIP, converged voice and data, managed data centers, and network security solutions across AT&T's full portfolio
- Partnered with account managers to identify and close strategic opportunities, consistently exceeding annual sales targets across enterprise and government verticals

Client Solutions Executive | AT&T | Atlanta, GA | 2011 - 2016

- Managed a portfolio of large and mid-sized government, education, and healthcare accounts with \$9.5M in total managed billing
- Earned AT&T Diamond Club Award (2013) - recognized as Top 1% of national sales performance
- Prospected and closed new business across IPFlex, IPTF, VPN, Ethernet, and mobility solutions, expanding footprint within key public sector accounts

EDUCATION

Bachelor of Science, Business Administration - Reinhardt University, Waleska, GA (2009)

AWARDS & AFFILIATIONS

- AT&T Diamond Club Member (2013) - Top 1% Sales Performance
- International Toastmasters Club
- Volunteer, American Red Cross