

G. Michael “Mike” Otto

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APPLE EVANGELIST

Trainer / Customer Advocate / Sales & Technical Support

Fluent in German / Open to International Travel

Dynamic and proactive professional with demonstrated capacity to quickly absorb IT knowledge and effectively convey complex concepts to non-technical computer users. Passionate about customer advocacy, possessing strong consultative selling skills and a tenacious approach to research and life-long learning. Extensive professional sales career offers expertise in problem analysis, corrective action, and achieving short- and long-term objectives.

RELEVANT EXPERIENCE

Apple, Inc., Rochester, NY.....June 2005 to Present

Apple, Inc. is one of the most creative companies on the planet in the consumer electronics, high tech business sector, changing the way consumers use and think about personal technology.

Creative (Private Trainer) / Customer Advocate / Sales Associate

Provide one-to-one instruction for Apple customers across a wide array of skill levels. Work individually with consumers ranging from casual hobbyists through to power-user business professionals to enhance skills with specific applications and increase general knowledge of operating systems. Average 20 sessions per week in this capacity.

- Consistently achieve high levels of customer satisfaction, receiving a Net Promoter Score of 100 in most recent quarter (2Q-2011).
- Maintain proficiency on a wide range of creative and business applications through customer interaction and personal use. Particularly familiar with graphic design and music editing applications.
- Spearhead and coordinate cross-promotional opportunities with local musicians. Produce in-store musical performances that generate foot traffic and promote artists' recordings available on iTunes.

CROSS-CULTURAL VALUE-ADDED EXPERIENCE

US Army, West Berlin, American Sector, Occupied Berlin.....(3 years)

Specialist 4 attached to Provost Marshal

Performed a range of observation, investigation, and enforcement functions as part of military law enforcement unit stationed in West Berlin during critical period during Cold War era.

- Assigned to observe and document the partitioning of East Berlin and subsequent construction of the Berlin Wall. Photographed key East German installations and reported observations to superiors.
- Engaged native German population during regular course of military duties.

Student Experiences, Bremen, Germany / West Berlin, Germany(4 years)

Exchange Student (1 year) – Lived with German family and attended German schools.

Resident (3 years) – As dependent of US citizen living and working in Germany, attended German Gymnasium (Associate Degree equivalent) with German native speakers. Befriended German citizens and gained in-depth knowledge and understanding of language and culture.

EDUCATION

Wittenberg University, Springfield, Ohio
Bachelor of Arts in International Relations (Fine Arts minor)

Arndt-Gymnasium Dahlem, Berlin, Germany
General Coursework

Clark Technical College, Business Administration Courses

Xerox Professional Selling Skills III, Apple CORE, Apple Creative Training

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RECENT COMMUNITY ENGAGEMENT

Evangelical Lutheran Church of the Reformation, Rochester, NY1990 to Present

An urban congregation serving 100-200 families in Greater Rochester, in addition to offering an array of outreach programs affecting urban youth, the developmentally disabled, senior citizens, and the economically disadvantaged in the core of the City of Rochester.

Technology Lead / Webmaster / Sound & Recording Engineer

Consult with church leadership and staff on technology issues, including computer networks and sound systems.

- Implemented wireless network within the facility that allows users to access Internet and communicate internally. This capability has made the facility an attractive venue for after school programs for youth and professional networking events, in addition to a full range of Christian worship and education uses.
- Wired sanctuary for sound amplification and recording capabilities, which has enhanced the venue's attractiveness as a location for student recitals, jazz concerts, and sacred music performances. This facility has become a preferred venue for the Xerox Rochester International Jazz Festival and the Exodus to Jazz concert series.

Loop Ministries, Inc., Rochester, NY2007 to Present

An independent 501(c) 3 entity with the mission to develop and implement outreach programs that have a positive impact on the lives of City of Rochester residents.

Member, Board of Directors / Producer, Events@111

Function as key member of leadership team in addition to producing a variety of live performance events that leverage the available facilities of the Evangelical Lutheran Church of the Reformation.

- Facilitated and help negotiate a partnership between ArtPeace, Inc., Rochester Downtown Development Corporation, Loop Ministries, and Reformation Church that has led to after school teen programs serving 60-80 urban youth.

PROFESSIONAL SALES EXPERIENCE

Extensive professional sales success that includes business-to-business and business-to-consumer experiences in technology, graphic arts, and business services sectors. Additional recent experience in the culinary arts.

Chef / Prep Cook / Baker - Chapel's Catering, Rochester, NY2002 to 2005

Sales Representative, Shred-it, Inc., Rochester, NY2001 to 2002

Sales Manager, TotalEcare, Inc., Edison, NJ2000 to 2001

Eastern Regional Sales Manager, Cerebellum Software, Inc., Pittsburgh, PA.....1999

Director, Systems Sales, SoftCom, Inc., Iselin, NJ1997 to 1998

Sales Manager, LANcomp, Inc., Piscataway, NJ.....1995 to 1997

Sales Manager, Mercantile Software Systems, Inc., Piscataway, NJ1990 to 1995

TECHNOLOGY TOOLKIT

HARDWARE: Apple Macintosh, iPhone, iPad, iPod, Sun Microsystems Servers - Workgroup thru Data Center, CISCO, Bay Networks, Fore Systems, RND Systems, 3com, Network General.

SOFTWARE: iLife, iWork, SoundStudio, Logic, Aperture, MPEGStreamclip; Solaris OS: Solstice network management products - Solstice security products (Fire Wall-1, SunScreen); Java: SunSoft development software, Veritas, Raptor, Security Dynamics, BMC Patrol, Resonate, Dazzel; Panasonic Video Network Server, RealNetworks Video Server, Vxtreme Video Server; Netscape Server Software, Lotus Notes, ACT!, GoldMine, IRE/Campaign!, Mercantile Software Systems (data warehouse software), Brio, Sybase, Oracle Applications