

## Advisory Board Appointment Application

NOTE: Each applicant is advised to attend at least one meeting prior to applying for appointment.

Received  
06/11/2022  
City Clerk  
Expires  
06/11/2024

### Contact Information:

\* Name

Desiree Land

\* Home Address

137 N Swinton Ave  
Delray Beach FL 33444

\* Cell Phone

(732) 241-2615

\* Email

desireejl@aol.com

\* Occupation

Technology Sales Executive

**Business Name**

Accenture

Business Address

137 N Swinton Ave  
Delray Beach FL 33444

Business Phone

(732) 241-2615

### Advisory Board Selection:

Please select your top four boards in order of preference (first choice to fourth choice) from the drop down lists below:

**First Choice**

Code Enforcement Board

**Second Choice**

Historic Preservation Board

**Third Choice**

Delray Beach Housing Authority

**Fourth Choice**

Affordable Housing Advisory Committee

NOTE: Your responses or disclosures are intended to assist the City Council in considering an application for appointment/re-appointment to a City board or committee, and will not result in the automatic disqualification from consideration or appointment/re-appointment. Therefore, complete and accurate responses should be provided.

### Qualifications:

\* Please select all qualifications that apply:

Advocate for low-income persons in connection w/ affordable housing

Delray Beach resident

Interest in public art

Knowledge, experience, background, and interest in historic restoration and preservation

\* Are you a registered FL voter?

Yes

\* Are you a vendor or employed by a vendor that does business with the city?

No

\* Are you a lobbyist or employed by a lobbyist, as defined in the Palm Beach County Registration Ordinance?

No

\* Have you attended any Delray Beach Commission or Advisory Board Meetings?

No

**If yes, please explain and provide dates when possible.**

\*\*SKIPPED\*\*

**Are you currently serving, or have you ever served on a Delray Beach Advisory Board? If yes, please provide details and dates.**

\*\*SKIPPED\*\*

\* Are you aware of any potential conflict of interest (including, without limitation, any potential voting conflicts or potential prohibited conflicts) that may arise from your serving on the City board or committee to which you are seeking appointment?

No

**If yes, please explain:**

\*\*SKIPPED\*\*

\* Do you, any member of your immediate family, your employer or your business (or any entity in which you have a controlling interest) currently have any contractual relationship with, or do business with, the City, or has there been any such relationship within the past 5 years?

No

**If yes, please explain:**

\*\*SKIPPED\*\*

Do you (or any entity in which you have a controlling interest) have any delinquent accounts with the City or owe any monies to the City?

No

**If yes, please explain:**

\*\*SKIPPED\*\*

Do you (or any entity in which you have a controlling interest) have any pending code enforcement cases or unpaid, certified code enforcement fines relating to property in the city that is owned or rented by you (or any entity in which you have a controlling interest)?

No

**If yes, please explain:**

\*\*SKIPPED\*\*

\* Do you (or any entity in which you have a controlling interest) have any pending code enforcement cases or unpaid, certified code enforcement fines for any other violations relating to other city codes?

No

**If yes, please explain:**

\*\*SKIPPED\*\*

Have you ever been found to have violated, or had a complaint filed against you alleging a violation of, the Florida Code of Ethics for public officers and employees, Palm Beach County Code of Ethics (or any other ethics code)?

No

**If yes, please explain:**

\*\*SKIPPED\*\*

## **Interest & Experiences**

**List any certifications or licenses which may further qualify you to serve on a board or committee.**

\*\*SKIPPED\*\*

**Briefly describe why you wish to serve as a member of a board or committee and how your personal experience and background relate:**

I recently moved to Delray Beach from Bradley Beach, NJ. I have become a volunteer with The Lord's Place and Milagro Center for children. I understand the need for affordable housing and would like to be part of the solution. I also have an interest in older, historic home. My home in NJ was built in 1904 and I lovingly restored it. Now, I live in OSSHAD. Would like donate time to help preserve historic Delray.

**List any other community/civic involvement which you would like the Commission to consider:**

Milagro Center, The Lord's Place, 4Kids

## **Educational Background:**

### **University attended:**

University of Colorado- Denver for MS, Hofstra University for BA

### **Degrees received:**

MS Computer Science, BA in Broadcast Journalism

### **Major area of study:**

Computer Science, TV Broadcasting

Upload your resume:

Desiree Resume Nov 2020.pdf

## **Terms Of Acceptance**

Applications are kept on file in the City Clerk's Office for a period of two years.

Applicants may supplement their application with a resume or other information relevant to their qualifications.

### **Declaration of Personal Information Exemption:**

Personal information provided in this application is public information unless the applicant qualifies for an exemption pursuant to Florida Statutes. You are encouraged to thoroughly read the applicable sub-sections of F.S. 119.0 71

([http://www.leg.state.fl.us/Statutes/index.cfm?App\\_mode=Display\\_Statute&URL=0100-0199/0119/Sections/0119.071.html](http://www.leg.state.fl.us/Statutes/index.cfm?App_mode=Display_Statute&URL=0100-0199/0119/Sections/0119.071.html)).

If you qualify for an exemption, please indicate below which statutory provision you are citing for the exemption. If you qualify, your address and phone number are protected information. You may contact the Board Coordinator at 393-7744 if you have any questions.

My address and telephone number are statutorily exempt from public disclosure:

No

### **If yes, pursuant to which sub-section of F.S. 119.071?**

\*\*SKIPPED\*\*

Please agree with the following statement: I understand the duties and responsibilities of the board(s) or committee(s) for which I am applying. By signing below, I warrant the truthfulness and accuracy of the information provided in this application.

\* E-Signature of Applicant:

Desiree Land

\* **Date:**

06/11/2022

\* Please agree with the following statement: I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the above Terms of Acceptance.

I Agree

# DESIREE J. LAND

Bradley Beach, NJ (732) 241-2615 [desireejl322@gmail.com](mailto:desireejl322@gmail.com) [www.linkedin.com/pub/desiree-land](http://www.linkedin.com/pub/desiree-land)

## Enterprise Technology Sales Executive

Passionate about helping my Enterprise CXO clients thrive in the digital economy and multi-cloud world, drive better business outcomes and leverage IT to boost productivity and advance operational directives. Strong communicator who takes initiative and knows the value of teaming for success.

## Professional Experience

### IBM

*GTS Solution Client Representative- Financial Services*

*2019-Present*

Partner to IBM Financial Services Clients to enhance profit, improve the customer experience and reduce risk by providing innovative IT services solutions. Responsible within IBM for driving new sales and revenue growth and continue relationship development while providing engagement management over new and existing projects to fulfill \$10+M/ year in revenue.

### Aspire Technology Partners

*A technology consulting company supporting the Metro NYC area with expertise in the full Cisco product line and supporting solutions to include Cloud design and migrations and XaaS options*

*Business Development Strategist, Sr. Account Manager, SLED and Commercial*

*2016-2019*

- Won 5 new clients with solutions to include cybersecurity, collaboration and lifecycle management.
- Increased gross profit of my largest commercial account by over 500%.
- Grew gross profit of my largest SLED customer by 140%. Solutions included design and implementation of Data Center refresh, and cybersecurity platform.
- Facilitated discussions with clients and Solution Architects around how to best support the business' digital transformation efforts to include IoT, cloud initiatives, machine learning and AI.
- Accountable for leading team to successfully respond to competitive bids and RFPs.

### EMC/VCE

*VCE combined best-of-breed hardware and software components into a Converged and Hyper-converged Infrastructure to accelerate the adoption of cloud-based computing models*

*SENIOR vACCOUNT MANAGER*

*2015-2016*

- Uncovered, developed and closed a \$3.5M opportunity with a net new logo of an Enterprise network broadcasting company that was under penetrated by EMC, and Cisco.
- Guided discussion with clients on aligning IT to business initiatives.
- Organized a network of Account Managers and Solution Architects from EMC, Cisco and VMware to help explain the benefits this disruptive technology could have on IT organizations.

### GARTNER

*World's largest IT research and advisory firm who support more than 5,000 CIOs and Senior IT leaders worldwide*

*SENIOR ACCOUNT EXECUTIVE*

*2012-2015*

- Grew a portfolio of \$1M in service subscriptions to over \$2M in 2 years.
- Achieved Gartner Winner's Circle award each year eligible
- Supported over 10 CIO clients who, on average, were responsible for IT budgets of over \$100M
- Facilitated discussion to develop CIO's strategy to digital transformation

### Red River

*Based in Claremont, NH, is a value-added reseller that has various small business contracts with the Federal Government*

*SENIOR ACCOUNT EXECUTIVE- US Navy & Marine Corps*

*2011-2012*

- Developed relationships with Partner reps from EMC, Hitachi, Cisco, VMware, NetApp and Panasonic
- Added \$2M the pipeline the short time I was there
- Covered a territory from Virginia Beach up through New Jersey.

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## MicroStrategy

*MicroStrategy Inc is a company that provides business intelligence, mobile software and cloud-based services.*

### SENIOR ACCOUNT EXECUTIVE

2010-2011

- Improved the DOD footprint by adding a new significant Army customer in the first 6 months
- Engaged with leaders in the Army, Navy and Marine Corps on discussion of how insight into their data could help support define key initiatives
- Built an Army pipeline with new prospects of over \$3.5M in license value in first 9 months

## GTSI

*For nearly 20 years, GTSI delivered maximum value to public sector/government customers by teaming with global IT leaders like Sun Microsystems, HP, Panasonic, Microsoft, IBM, and Cisco. GTSI had over 600 employees worldwide.*

### SENIOR CLIENT EXECUTIVE

2006-2010

- #1 Account Manager 2 years in a row among 150 with an average performance of 350% against goal
- Consistently in the top 10 of 150 reps
- Led a team of Account Managers and Architects from GTSI, Sun Microsystems, NetApp, Cisco, and VMware in developing a solution for a tactical application platform that was to be deployed world-wide. We won the bid against the incumbent General Dynamics which led to over \$70M in revenue year over year
- Won several Sales achievement reward trips to include Panasonic, Sun Microsystems
- Winner of GTSI Sales trip each year eligible

### SENIOR SALES ENGINEER

2005-2006

- Responsible for being the technical lead for several multi-million-dollar projects at Fort Monmouth, NJ
- Led an effort to create a Cross Domain Solution working with Sun Microsystems, BAE, Citrix, VMware and Cisco
- Aligned Panasonic ruggedized laptops with Army field requirements
- Coordinated maintenance support solutions for racks of equipment being deployed throughout the world including war zones

## Sun Microsystems

*Pioneer of HW and SW solutions to include UltraSparc servers, Solaris OS, Java platform*

### SALES ENGINEER

2000-2004

- Architected infrastructure for the web applications of AT&T Hosting clients
- Compiled and presented technical overviews and demos while supporting up to 5 Account Managers
- Supported AT&T Hosting in conversations with potential hosting customers to include McGraw-Hill, Textron, Chicago Tribune, Blue Cross/Blue Shield

## Lucent Technologies

### SOFTWARE ENGINEER/ SYSTEMS ENGINEER

1996-2000

- Software developer and Integration tester for Merlin Legend Phone System
- Provided daily technology demonstrations for prospective clients in the Next Generation Networks division
- Created a Soda Machine Demo to show how cell phone can be used to make purchases and integrated into our billing application.

## EDUCATION

**Master of Science in Computer Science**  
**B.A. Broadcast Journalism**

University of Colorado -School of Engineering, Denver, Colorado  
Hofstra University, Hempstead, NY